

Help new sales professionals achieve early success.

Today's empowered consumers want sales professionals they can trust. But do your new representatives know how to quickly establish that trust? Trustworthy Selling Quick Start can help. It overlays your onboarding process with sales effectiveness training that transfers crucial information about today's consumer and key techniques from successful representatives to launch new financial professionals into a successful career.

Your New Representatives Will

- Understand behavioral finance — how today's consumers really make financial choices
- Engage consumers by aligning to their mindset and preferences
- Learn and internalize new business development language including telephone prospecting
- Quickly build trust using proven engagement skills and collaborative discovery
- Participate in structured performance coaching to build confidence and mastery
- Adopt positive, productive habits for long-term growth

Why it Works

- Unites LIMRA consumer research with field-tested language and techniques drawn from HPN's network of successful financial professionals
- New skills are mastered through practice, role play, application projects, and follow-up coaching
- Lessons are made memorable through the use of real-life case studies

- Content is easily incorporated into day-to-day activities with a language reference guide, demonstration videos, and other online resources

Delivery

- Completely turn-key learning system for company facilitators
- Materials available for live virtual classes and traditional/in-person classes
- Key resources and materials are accessible online from any device, including smartphones

Course Outline

- The Trustworthy Selling Approach
- Understanding Today's Consumer and Market Opportunity
- Understanding and Adapting Your Sales Style
- Principles of Engagement
- Collaborative Discovery
- Gaining Commitment
- Deepening the Relationship
- Seller Psychology
- Trustworthy Selling Capstone & Action Planning

Learn More

Find out how your agents can take sales to a new level:
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www.trustworthysellinginfo.com

LIMRA developed Trustworthy Selling in partnership with the Hoopis Performance Network.