

NEWS you can USE

To Help Members Buy! A bi-weekly newsletter

February 21, 2025 Vol 2, Issue 4

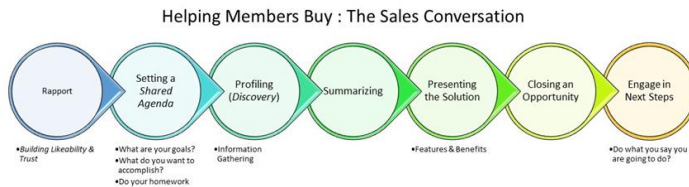
SALES INSIGHTS!

TED TALKING HOUR: Components of Sales Excellence

In this multipart series we will cover refreshers of the 7-Step Sales Process

The Sales Conversation - Step #5 / PRESENTING THE SOLUTION

- Segue from the Summary (Step #4) to how the Solution directly addresses the Member's specific pain point or need
- Focus on the **benefits** it provides, and how it solves the problem or achieves the objective, rather than simply listing features
- Circle back to what was shared in the Summary (Step 4) as often as necessary
- Use data, case studies or research to support the appropriateness of the Solution and to demonstrate effectiveness



SALES LEADERBOARD!

as of 2025-02-21							
Team	App Res	Assess	Compliance	Fac Learn	Ind Adv	Trustworthy	Grand Total
South	\$0	\$21,500	\$0	\$0	\$66,900	\$8,000	\$96,400
Canada	\$0	\$8,000	\$0	\$0	\$0	\$0	\$8,000
Great Lakes	\$0	\$0	\$0	\$0	\$6,900	\$0	\$6,900
West	\$0	\$0	\$0	\$0	\$2,300	\$0	\$2,300
Workplace Benefits	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Life Insurers Council	\$0	\$0	\$0	\$45,000	\$0	\$0	\$45,000
Northeast	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Grand Total	\$0	\$29,500	\$0	\$45,000	\$76,100	\$8,000	\$158,600

*Credit and thanks to Chris Atkins for this clever grid that we repurposed as our new Leaderboard!

COMING SOON

All comprehensive Sales Account Plans have been posted to the Files list on the [Hub's homepage](#).

Additionally, each Salesforce account record will soon contain its individual plan attached to "Account Notes" for quick access by account.

Reminder: Conference Registration Reports

You can view the following reports to see who has registered for our upcoming conferences to help you plan your outreach and member meetings accordingly.

- [BY TEAM, BY ACCOUNT: ALL Attendees at ALL 2025 conferences](#)
- [BY TEAM, BY ACCOUNT: C-SUITE Attendees at ALL 2025 conferences](#)
- [Breakout Sessions: Conference Attendee Lists - Events](#)

Did You Know?

Research

Our webpage "[Credible Benchmarks: Lighting the Path to Industry Growth](#)" contains a wealth of benchmark studies to share with members and remind them of another great member benefit!

[New Research Slides](#) that provide a summary of recent research topics with descriptions are available to support your member interactions.

Product

Industry Advantage 2nd Sale:

Zinnia of the South Team is in the lead again! Keep looking for those expansion opportunities!

Marketing

Our newest product, **HPN Edge**: marketing materials are NOW AVAILABLE for use with members. They are under the "Member Facing" section on the [Trustworthy Page in the Resource Hub](#).

February's [Monthly Content Feeder](#) is available. Stay well informed and explore these important updates.

Toolbox

The EDGE product is now active in Salesforce as a non-prioritized solution option when opening opportunities.

[Previous Issues, Feedback & Ideas](#)