

Pick and choose the modules that best fit your sales professionals' needs for success.

YOUR SELLING OBJECTIVES

OUR RECOMMENDATIONS

Leverage LIMRA research to understand how consumers think about products in the marketplace. Internalize the six emotional drivers that motivate consumers to purchase.

Understanding Today's Consumer

Complete the Personality Styles Profile (PSP) and get feedback on your selling style. Address behavioral styles of consumers in the marketplace and find ways to adapt language, presentation skills, and more.

Understanding and Adapting Your Selling Style

Implement tools to identify target markets and utilize proven language to generate favorable introductions and overcome any resistance.

Business Development Strategies

Reduce relationship tension by engaging effectively through skills in active listening, telephoning, face-to-face, and digital communication.

Engagement Strategies

Engage in courageous conversations with prospects and clients through the art of questioning to clearly understand the buyer's needs.

Collaborative Discovery

Move potential clients to action by implementing presentation skills and best practices utilizing behavioral economics, "story selling," and more to create alignment.

Gaining Commitment

Increase practice efficiency and develop more enduring relationships through client segmentation, cross-selling, and nurturing client relationships.

Deepening the Client Relationship

Analyze mental toughness and peak performance mentality to motivate financial professionals and increase confidence.

Seller Psychology



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