

*Number of Participants	Cost per Participant	**Total License Fee
1 to 25	\$995.00	TBD
26-49	\$895.00	TBD
50	\$800.00	\$40,000.00
100	\$750.00	\$75,000.00
150	\$666.67	\$100,000.00
250	\$600.00	\$150,000.00
500	\$500.00	\$250,000.00
1,000	\$450.00	\$450,000.00
2,000	\$425.00	\$850,000.00
2,500	\$400.00	\$1,000,000.00

Pricing applies to all editions of Trustworthy Selling: Professional, Quick Start, and Multi-Line

*Companies have up to 24 months to use all participant licenses.

**Total License Fee is due upon signed Service Agreement.

PROGRAM MODULES

Understanding Today's Consumer	Understanding and Adapting Your Selling Style	Business Development Strategies	Engagement Strategies
Collaborative Discovery	Gaining Commitment	Deepening the Client Relationship	Seller Psychology

Up to this # of Participants	Type of Purchase	Total Licensing Fee (All 8 modules)	Total Licensing Fee (Purchase of 4 modules)	Total Licensing Fee (Purchase of 3 modules)	Total Licensing Fee (Purchase of 2 modules)	Total Licensing Fee (Purchase of 1 module)
100	2 year license agreement	\$75,000	\$45,000	\$37,500	\$30,000	\$22,500
150		\$100,001	\$60,000	\$50,000	\$40,000	\$30,000
250		\$150,000	\$90,000	\$75,000	\$60,000	\$45,000
500		\$250,000	\$150,000	\$125,000	\$100,000	\$75,000
1,000		\$450,000	\$270,000	\$225,000	\$180,000	\$135,000
2,000		\$850,000	\$510,000	\$425,000	\$340,000	\$255,000
2,500		\$1,000,000	\$600,000	\$500,000	\$400,000	\$300,000
5,000		\$1,750,000	\$1,050,000	\$875,000	\$700,000	\$525,000
7,500		\$2,437,500	\$1,462,500	\$1,218,750	\$975,000	\$731,250
10,000		\$3,000,000	\$1,800,000	\$1,500,000	\$1,200,000	\$900,000

Up to This Number of Participants	Fee	Facilitator and Coach Preparation
1 to 25	\$495.00 per person	No Fee
Up to 50	\$24,000.00	No Fee
Up to 75	\$34,500.00	No Fee
Up to 100*	\$45,000.00	No Fee
Up to 150*	\$63,750.00	No Fee
Up to 250*	\$100,000.00	No Fee
Up to 500**	\$187,500.00	No Fee
Up to 1,000**	\$350,000.00	No Fee
Up to 2,000**	\$650,000.00	No Fee

*Companies have up to 24 months to use all participant licenses.

**Companies have up to 36 months to use all participant licenses.

Facilitator Certification and Materials Fee*

\$750.00 per Facilitator

Coach Certification and Materials Fee**

\$195.00 per Coach

Facilitator*

Certification

As part of the certification, facilitators will be provided with assessments and a live orientation webinar, and will be asked to participate in a live demonstration using the materials learned. The process of learn, demonstrate, and apply is similar to how the material is structured for facilitation and is a great way to ensure preparation. Optional self-paced sessions and a video demonstration are also provided.

Role

The person(s) who is certified to deliver the Trustworthy Selling[®] class has the role of facilitator. They can be a company trainer or a LIMRA/HPN trainer. The facilitator becomes certified after completing the certification process and receives one Trustworthy Selling[®] Facilitator Kit (facilitator guide, participant guide, one set of wall charts, and one activity sort kit) in one version/one language of the program. The facilitator receives access to one version/one language of the website for 270 days; access starts upon first onboarding date.

Coach**

Certification

Trustworthy Selling[®] involves performance coaching as part of the standard curriculum and as such requires an assigned coach for each participant. Assigned coaches, if different from the program facilitator are required to attend Trustworthy Selling[®] as a participant and attend a two-hour Coach-the-Coach virtual class to become certified to coach the Trustworthy Selling[®] curriculum. Completing this virtual Coach-the-Coach session within 30 days of participating in the Trustworthy Selling[®] class waives the \$195.00 fee.

Role

The person who is responsible for guiding participants and reinforcing concepts through the Trustworthy Selling[®] class has the role of coach. The coach must have participated in the program as a participant and receives one Trustworthy Selling[®] participant guide and one coach's guide in one version/language of the program. The coach receives access to one version/one language of the website for 210 days. Access starts upon pre-work due date or class start date depending on the delivery model of the class attending. The coach does not need to be certified if this role is being fulfilled by a facilitator. However, if the coach is not a facilitator, the coach becomes certified after completing the coach certification process.

*Companies have up to 24 months to use all participant licenses.

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Master Trainer Certification Fee	<p>\$1,000.00 per Master Trainer</p> <p>(If facilitator certification fee has already been paid, the fee will be the difference between the master trainer fee and the facilitator fee, i.e., \$1,000.00 – \$750.00 = \$250.00)</p>
Coach the Coach Master Trainer Program Fee	<p>TS student fee only</p> <p>(The \$195.00 Coach-the-Coach program fee is waived when a master trainer is delivering the program.)</p>
Facilitator Certification by Master Trainer Fee	<p>\$375.00 per new Facilitator</p>

Master Trainer

Certification

A master trainer candidate must meet the following pre-requisites prior to beginning the master trainer certification process:

- Must be certified as a TS Facilitator to deliver the TS Program (Pro, QS, or ML)
- Must have access to the TS Program Website
- Must have successfully delivered the entire TS Program, a minimum of two times and received an average rating of 4.5 out of 6.0, with a minimum response rate of 30 percent on the Level 1 course evaluations (completed by students at the end of the Capstone experience and submitted by trainer to info@tsprogram.com)
- Must pass the TS Exam on the TS Program Website (www.tsprogram.com)

Once the pre-requisites are fulfilled, the certification process for master trainers entails participating in a

demo session to assess the ability to effectively explain and field student questions appropriately in the classroom. An optional session to prepare master trainers to deliver a TS Preview Day is also available.

Master trainers must be recertified every three years or when the TS program is updated, whichever comes first.

Role

The person(s) who is certified to train and certify other company trainers to competently deliver the Trustworthy Selling program and to certify field managers to coach participants of the TS Program has the role of master trainer. They can be a company trainer or a LIMRA/HPN trainer. The master trainer becomes certified after completing the certification process and receives all materials necessary to deliver the facilitator and Coach-the-Coach certification sessions. The master trainer receives access to the website for as long as they lead active facilitator, coach, and/or participant groups.