

SkillSet, powered by Trustworthy Selling Battlecard

Product Overview

- SkillSet, powered by Trustworthy Selling, is a one-day sales effectiveness training program, covering the impactful skills of business development strategies and collaborative discovery.
- SkillSet is great for sales professionals at any stage of their career, as it will help them get in front of the right people, build trust quickly, and identify the needs and desires of the potential client through the art of questioning. Improving efficiency, effectiveness, and profitability.
- SkillSet culls together the top adopted skills from the TS program that lead to the biggest impact in overall productivity. We know that greater skill adoption leads to greater business impact. Of the 15 skills making up the SS program, 80% of these skills are adopted by program participants concluding that productivity impact is positively influenced by application of these skills.
- 1-day program (6 hours of content) delivered in an in-person

classroom environment or virtually.

Pricing

- Starting at \$495 per person
- Full pricing doc [here](#)

Key Features/Top Skills Identified

- Higher productivity - Higher behavior change adoption among the skills of this program will lead to higher productivity for participants
- Sales effectiveness strategies of business development and collaborative discovery
- Build trust among client relationships
- Easy to implement, easy to execute

Ideal Customer – Domestic Product Only

- L&D; people accountable for sales revenue; head of sales (decision makers)
- The product itself is ideal for sales professionals with any level of experience in the industry

Pain Points of Customer

- Not every company has the time or resources to implement a robust sales effectiveness training program. We've taken the most impactful content and packaged it

together in an easy to implement, easy to execute program.

- 5-year retention rates are predominantly low in our industry. Sales team members who are properly trained are better equipped to understand the needs of their prospects and clients, which creates better client experiences, supporting higher retention in the business during the growing years.

Overcoming Objections

- **We don't have the budget for this product.**
- We realize there is a cost factor involved with using sales effectiveness training; however, there is a cost benefit to training and retaining sales professionals who will increase their productivity upon course completion.

FAQs

- **How can I administer this course?**
- This course can be delivered virtually or in person. Or, we have LIMRA Certified Facilitators that you can leverage for your delivery needs

Additional Resources

- [LIMRA Trustworthy Selling webpage](#)
- [TS Microsite](#)

For Internal Use Only