

Trustworthy Selling Full Program

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Product Overview

The Trustworthy Selling full program provides a complete sales effectiveness training program for sales professionals that teaches them to sell by listening, advocate rather than pressure, and to partner and foster relationships for long term success.

Trustworthy Selling was built by our industry for our industry.

This is a partner product with Hoopis Performance Network (HPN).

Three Versions

New to the Career – Less than 6 months TS Quick Start provides new recruits with the skills, language and confidence they need to be productive immediately and sustain that success in today's market.

Experienced – TS Pro provides experienced representatives with in-depth insight into consumer behavior, buyer and seller psychology and sales techniques utilized by the top producers in the industry.

Multi-line – Created specifically to help property and casualty agents improve their ability to pivot between the personal line and the life conversation with prospects and customers. We have a Quick Start and a Professional version for Multiline.

Two Editions

Full Program for affiliated agency type organizations - Comprehensive learning system comprised of 26 hours of training content focused on

- Strategic insights from consumer research
- Tactical application of insights to grow sales
- Psychological awareness of self and others

Full Program for Multiline type organizations - Comprehensive learning system comprised of 26 hours of training content focused on

- Strategic insights from consumer research
- Tactical application of insights to grow sales
- Psychological awareness of self and others

Delivery Models

- Live Classroom
- Virtual Classroom
- Self-Study
- Blended Learning

Investment

Full Product Line Pricing:
Can be found [here](#) in the *Pricing* documentation.

Other Fees may apply

- Facilitator Certification - \$750
 - Coach Certification - \$195
 - Master Trainer Certification - \$250
- Per Individual*

Competitors

[See Competitive Landscape in TS 2.0 Sales Playbook – Generic 2024 on Salesforce](#)

Additional Resources

[Trustworthy Selling microsite](#)

[Success Story - Baystate Financial](#)

Value Proposition

A sales effectiveness program with proven results.

- 25% or more average lift in productivity since inception.
- Recognized by Selling Power as one of the top sales training companies for four years in a row.
- ROI Institute's top case studies of the year, 173% ROI*.

*As detailed by the ASTD and ROI Institute in their publication titled Measuring the Success of Sales Training.

Marries the science behind how people buy with the art of how top professionals sell – The science is the research-based data featuring industry trends, consumer mindset, behavioral economics and more. The art is the skills, language and best practices utilized by the top professionals in the industry.

Transforms transactions into enduring relationships.

- Improve connections with understanding buyer psychology & behavioral economics.
- Adapt selling style to maximize communication flexibility.
- Deepen existing client relationships through strategic client management practices.
- Increase engagement and build stronger relationships through the art of questioning.
- Obtain high quality favorable introductions with confidence.
- Integrate the habits and peak performance psychology of top performers.

Ideal Customer

- Companies with captive, independent, or multiline distribution
- VP, Sales
- VP, Training and Development
- CDO, Distribution
- CAO, Agency
- Managing Partners/Directors

Trends

What are the current trends impacting insurance sales that TS addresses?

Low confidence and low trust among consumers for what we do: MDRT asked consumers across all generations if it has become more difficult to trust advisors today versus 5 years ago – 85% of consumers say YES! While only 59% of advisors believe this is the case. This is a blind spot for our advisors. They are not recognizing just how hard it is to win the trust of today's consumer, or how significant the trust crisis is to every interaction and every step in the sales process.

Customer Pain Points

- Getting new agents and advisors off to quick start
- Increasing agent productivity, efficiency, and results
- Building trust in sales and financial services
- Educating MultiLine Advisors on how to pivot to the life insurance/retirement planning conversation.

Overcoming Objections

Program is too expensive:

Our 2024 pricing recommendations have made the program much more cost effective for training larger groups of sales professionals. With 2 years to utilize licenses, organizations can send myriad groups of sales professionals through the program and start recognizing results immediately.

Talking Points

Do your sales professionals have any skin in the training game?¹

What can improving prospecting and fact finding skills mean for your bottom line?²

1. What can an investment of \$100 into a training opportunity do for one of your advisors? A 25% increase in productivity, that's what!

Oftentimes we hear about companies cost sharing the expense of training with their advisors. The company pays some or most of the cost for the training for that individual, and the individual contributes a little bit to "have some skin the game" as the saying goes. Research has shown that paying for your own professional development can positively impact the effectiveness of the training in several ways such as increased motivation to learn and participate, creating a sense of ownership over your own learning journey, raised expectations for what you will do with the concepts and techniques you learned, just to name a few.

Cost sharing the expense of training can be done as an incentive. And, in some case, if they meet certain deliverables – production goals, new clients, cases written, etc., they can get their investment back. That's an option.

However, think about what they've already received back for that \$100 investment. If, by going through this training, and adopting the skills that will help them improve the way that they do business, they have the opportunity to positively impact their production by 25%. Let's put that into perspective. If an advisors is averaging about \$60,000 a year in commissions, and 25% increase in commissions would be another \$15,000 in commissions. Now their making \$75,000 a year in commissions. If an advisor is doing \$100,000 a year in commissions, we're talking about going to \$125,000.

2. What would a 25% increase in commissions mean to your company's bottom line? More policies sold? Larger policies sold? More lives underwritten? More assets under management acquired? Anybody that can improve their prospecting and fact-finding skill will have an increase in business, and therefore their productivity. We know what a 25% increase in their productivity can do for them, the question is what can it do for you and your organization?
 - Greater retention rates
 - More premium dollars
 - More policies written
 - More new prospects and clients
 - Move lives underwritten
 - More production credits
 - More cases submitted
 - MORE profitability for your company!

All of this, plus the advisor is elevated to another level of production. And from our experience most advisors don't go back. Once they move up a notch in production, they learn how to spend the money to improve their lifestyle. And, they stay there, they do what they have to do to maintain that lifestyle. We're talking about a 25% increase, not for just one year. We're talking about potential for 5, 10, 15, or 20 years of productivity. That's an enormous number for the company. And this applies to retention too!