

Trustworthy Selling Modularized

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Product Overview

The Trustworthy Selling modularized version of the program provides sales effectiveness training content that can be selected based on the development needs of the individual organization or group of sales professionals. Trustworthy Selling was built by our industry for our industry.

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

Two 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.

One Edition

Modularized for any type of sales organization – Pick and choose the modules of content right for you (or your organization). Eight modules of content available:

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

Delivery Models

- Live Classroom
- Virtual Classroom
- 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 and based on deliver of 4 or more modules*

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 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 definitely 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

Overcoming Objections

Program is too expensive:

Customers can now pick and choose modules vs having to purchase the whole program. However, to see the lift in productivity and other measures implementing the full program is recommended.

Talking Points

Training shouldn't be a once and done event.¹

Do your sales professionals have any skin in the training game?²

1. Sandler and Integrity Solutions make a career out of doing live workshops. They come out for a day to do a training and charge you around 10 to \$12,000 for the event, but what do they leave you with? It's an event. It's a once and done event. And it's hard to make this happen on a regular basis.

The Trustworthy Selling product line provides our client companies with a learning track, an immersive program that provides a blended learning experience followed by many coaching opportunities to support skill adoption - smaller little pieces to help reinforce the skills many months following the training opportunity. The productivity impact we see with good coaching is even greater.

Our onboarding specialists work with you to help determine the best delivery model, when and how the What can an investment of \$100 into a training opportunity do for one of your advisors? A 25% increase in productivity, that's what!

2. 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 in 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 advisor 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.

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?