

Trustworthy Selling

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Product Overview

Trustworthy Selling is a sales effectiveness program for sales professionals that teaches advisors to sell by listening, advocate rather than pressure, and to partner and foster relationships for the long game. Trustworthy Selling was built by our industry for our industry.

This is a partner product with Hoopis Performance Network.

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.

Four Editions

Full Program for affiliated agency type organizations - Comprehensive learning system comprised of 24 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 24 hours of training content focused on

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

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

SkillSet *powered by Trustworthy Selling* – focused 6 hour program designed to sharpen sales professional skills to drive higher productivity and grow business by accelerating the process from business development to sale.

Delivery Models

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

Investment

Full Program Pricing:
Can be found [here](#) in the *Pricing* doc

Modular Enterprise Pricing:
Can be found [here](#) in the *Pricing* doc

SkillSet *powered by* Trustworthy Selling Pricing:
Can be found [here](#) in the *Pricing* doc

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 2022 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 three 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.

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