



Trustworthy[®] Selling



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“Selling is a people-oriented system and requires a customer-focused approach. Because we thrive on our relationships with our clients and prospects, trust in the seller becomes very fundamental. In today’s market where people are preserving, conserving, and protecting whatever they have in these circumstances of vulnerability, planners must sell not just solutions but more importantly advice.

The Trustworthy Selling program is a game changer. Trust is at the core of the whole sales process. So it changes the way you think and conduct your business both as a planner and an agency leader. It likewise creates a totally new culture of selling.

As one of the facilitators of the pilot group, it made me truly appreciate the importance of doing collaborative discovery as opposed to merely conducting a financial needs analysis. Every participant enjoyed the interactive learning methodology. Everyone learned from each other. I can also attest to the small and big wins, milestones, and success stories from the participants mainly from the TS sessions.

“Never has the nobility of saving lives been more underscored than it was in this program.”

LIMRA reveals that trust is the number one factor when selecting an advisor. Likewise, the productivity ratio of a good number of our TS participants increased by 30% after attending the program. I not only recommend this program to the planners but to the leaders who are engaged in mentoring their planners. It will certainly create for more meaningful discussions between leader and planner especially so during the joint field phase.”

Paola Anna Pascua-Buted