



Sharpen Financial Professionals' Skills to Drive Higher Productivity and Better Retention.

DID YOU KNOW

Our industry experienced:

- A marginal increase of advisors in 2022
- A 72% failure rate
- 2,459 advisors retired

Resulting in a meager increase of only 2,579 advisors!

Failure and early retirement are due to two challenges:

- ➔ Advisors are seeking support with business development strategies
- ➔ Interactions are being seen as transactional in nature, versus building long-term productive relationships

BREAK THE CYCLE WITH SKILLSET

- One-day interactive training experience focused on Business Development Strategies and Collaborative Discovery™
- Equips advisors with language and tools to confidently generate favorable introductions to grow their business
- Empowers producers with the art of questioning designed to deepen relationships and move potential clients to action
- Features language and skills utilized by top advisors in the industry
- Easy to implement with flexible in-person or virtual delivery options

THE PROOF IS IN THE NUMBERS

An 80% behavior change rate in 15 skills tracked in over two dozen companies!

We know that Trustworthy Selling has a positive impact on sales professional productivity and there is a direct relationship between behavior change and productivity lift – the higher the change the greater the impact.



Data Source: Cerulli

If you're interested in learning more about how SkillSet can elevate your financial professional's productivity, please contact: info@tsprogram.com

Learn more about SKILLSET by visiting: TrustworthySellingInfo.com/Skillset