



Trustworthy Selling

A Sales Effectiveness Program with Proven Results

Trustworthy Selling is designed to help financial professionals:

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

Accolades

Over 20,000 graduates across the globe.

25+% increases in productivity.

Recognized by Selling Power as one of the top sales training companies - two years in a row.

ROI Institute's Top Case Studies of the Year.

Flexible Delivery Models

Flexible delivery models to meet your needs for scalability, customization and execution including blended learning, virtual classroom, and self-study.

Editions

Three Editions including Quick Start for new advisors, Professional for experienced advisors and Multiline for property and casualty agents.

Pick a Metric:

25+%

lifts across the
board

Premium

Policies

New clients

P&C
productivity

Investment
gross revenues

Production
credits

Retention

Lives

Submitted

Placed

Weekly net
issued

Conference
credits

"We found Trustworthy Selling augmented and complemented much of the training we were already doing. We saw a 17% increase in overall production across both risk and investment products. The program's focus on advisors understanding the psychology of buyers and the need to increase trust and decrease tension led to greater advisor competence and confidence."

Dave Porter -
Managing Partner, Baystate Financial Services

