



Trustworthy[®] Selling

Trustworthy Selling Virtual Classroom Support

Our goal is to support client companies who wish to deliver the Trustworthy Selling Program in a virtual format. The Trustworthy Selling Team provides:

Included in our Standard Trustworthy Selling Implementation:

- Fully scripted, instructionally designed virtual classroom materials (PPTs and supporting resource files used in the virtual sessions)
 - » Includes instructions and content scripting for both facilitator and producer roles
- General recommendations for virtual classroom platform to use, i.e., features/capabilities that platform should have in order to fully engage participants during virtual sessions
- Consulting and assistance with class delivery schedule
- Resource recommendations for Adobe Connect Platform Training

Additional Fees Apply:

- Fully trained and certified Virtual Classroom Facilitator to deliver client's virtual sessions using the Trustworthy Selling Adobe Connect Platform
 - » Client will be provided with a LIMRA-HPN Facilitator, who will facilitate the client's Trustworthy Selling virtual class sessions using the Trustworthy Selling Adobe Connect Platform*.
- Fully trained and certified Virtual Classroom Producer to support program facilitation using the Trustworthy Selling Adobe Connect Platform
 - » Client will be provided with a LIMRA-HPN Virtual Classroom Producer, who will produce the client's Trustworthy Selling virtual class sessions using the Trustworthy Selling Adobe Connect Platform*.
- Fully trained and certified Virtual Classroom Producer to support program facilitation using the Organization's Adobe Connect Platform (client to contract separately)
 - » Client will contract directly with a fully trained and certified Virtual Classroom Producer, who will produce the client's Trustworthy Selling virtual class sessions using the client's Adobe Connect Platform.
- Adobe Connect Virtual Classroom Producer Training (client to contract separately)
 - » Client will contract directly with a fully trained and certified Virtual Classroom Producer, who will be able to get client's internal virtual classroom producers up to speed on both the Adobe Connect Platform and the Virtual Classroom Producer Role.

- Adobe Connect Virtual Classroom Session Set-up (client to contract separately)
 - » *Client will contract directly with a fully trained and certified Virtual Classroom Producer, who will be able to set-up the Trustworthy Selling virtual classroom sessions on the client's Adobe Connect Platform.

* Client will need to provide their own virtual classroom facilitator or producer if not contracting with LIMRA-HPN for this service.

Trustworthy Selling Virtual Classroom Frequently Asked Questions (FAQs)

FACILITATION:

Q: What type of resources do I need to have to conduct virtual classroom sessions?

A: A company's facilitator team for each Trustworthy Selling virtual classroom session should include a virtual classroom facilitator and producer:

- Facilitator – responsible for content delivery and participant engagement
- Producer – the right hand and eyes and ears of the facilitator; responsible for technical issues, scribing, bringing up activities and polls, teeing up breakouts and other activities – all of the behind the scenes stuff so that the facilitator can focus on content and participant engagement

Q: Can LIMRA-HPN provide a virtual classroom facilitator and/or producer for my virtual classroom sessions?

A: A LIMRA-HPN virtual classroom facilitator and/or producer can be provided for a company's virtual classroom sessions. Separate fees are required.

If a company contracts with LIMRA-HPN to provide a virtual classroom facilitator and/or producer, the fees would include use of LIMRA's Adobe Connect virtual meeting platform if the company does not have its own Adobe Connect platform.

Q: Is there a certification process facilitators must go through to become certified to deliver Trustworthy Selling virtually?

A: Our standard certification process for Trustworthy Selling facilitators is for in-person delivery. However, once a facilitator successfully completes the standard certification process, we can recommend a resource that can work with a company's virtual classroom facilitators to provide best practices and tips for facilitating the Trustworthy Selling content in the virtual classroom. The company would need to contract and pay for this service separately.

Also, we have created a **Best Practices for Facilitating Virtually** document that is available on our tsprogram.com website under Facilitator Resources > Facilitator Certification > Step 5: Preparation for Classroom Delivery.

TECHNOLOGY:

Q: Which virtual meeting platform is best to use?

A: The Trustworthy Selling virtual classroom materials are platform agnostic.

When conducted Trustworthy Selling for a client, LIMRA-HPN uses Adobe Connect because it allows us to most closely simulate the in-person experience.

Adobe Connect provides a great deal of flexibility that other training platforms do not provide. For instance, it allows for creating layouts that have multiple activities happening simultaneously, which increases the engagement levels of participants.

In addition, layouts created in the platform are persistent, meaning that the training experience can be set up once and used over and over again.

In addition, one of the biggest features in Adobe Connect that is utilized during each Trustworthy Selling virtual session is the use of break out rooms for the activities. In Adobe Connect, participants can be placed into virtual breakout rooms so that they can work in separate groups of 2-3 for activities. This is just like a table team activity that would be done in the in-person classroom.

With that being said, there may be other virtual meeting platforms available that are comparable. So, it is definitely not an issue if a company decides not to use Adobe Connect. LIMRA-HPN recommends that a company conduct a thorough review of the virtual classroom materials and evaluate the capabilities of the desired platform to make sure that it will support virtual delivery of the Trustworthy Selling content. Using a virtual meeting platform that can simulate the in-person experience with plenty of opportunity for engagement, two-way dialogue, and has the breakout room functionality, is key.

Q: If I plan to use Adobe Connect and get my own company license, is there anyone with experience who can help me to set up the classroom experience correctly the first time?

A: We can recommend a resource to help with:

- Adobe Connect virtual classroom set-up and administration
- Adobe Connect virtual classroom producer training
- Adobe Connect tips and best practices for facilitating in the virtual classroom

The company would need to contract and pay for these services separately.