

LIMRA Talent Solutions International

Developing Sales Skills In Your New Agents

A Fast Track to Management Course

CURRICULUM OVERVIEW

This 4-hour course teaches newly appointed sales managers and pre-unit managers how to develop fundamental sales skills in their new agents.

Welcome and Introduction

At the end of this session, learners will be able to understand the purpose of this course, know what they need to do in order to complete the various components of the course, describe the course objectives, and understand what they will know or do differently as an outcome of the course.

Developing Mastery of the Sales Process in Your New Agents

At the end of this session, learners will be able to help new sales agents understand and develop basic client-facing core skills for each critical step in the sales process:

- Approach
- Discovery Interview
- Discovery Agreement
- Presenting the Solution
- Policy Delivery

They will also know how to train others on these basic skills in order to begin to develop independence in their new agents and help support their initial success with their prospects and clients.

The Skill-Development Process

At the end of this session, learners will be able to apply their new knowledge and tools and, using a proven model, begin to structure training sessions for developing foundational sales skills in their new agents when back on the job.

Course Wrap-Up and Action Plan

At the end of this session, learners will be able to apply the concepts from this course on the job by creating an *Action Plan* for implementation to support training opportunities for their new agents.