

Selling With Style

Learn to Speak Your Clients' Language

The old maxim about trust is true: People don't care what you know until they know that you care. How long does it take people to decide whether they trust your financial representatives? For most, it's during their first meeting, and often within the first few minutes of that meeting. That's why your sales representatives need to make sure they are speaking their clients' language. LIMRA's *Selling With Style* helps financial representatives understand why style matters, become aware of their unique selling style, and learn to adapt to each prospect's style, building rapport and trust. Your agents will be equipped to make more sales, foster greater loyalty, and generate more referrals.

Your Financial Representatives Will Learn

- The importance of style in the sales process and consumers' need for connection
- Their unique selling style and its impact on client relationships
- How to determine their prospects' preferred communication styles based on visual, verbal, and virtual cues
- How to develop rapport and trust with each prospect and client they serve
- The communication flexibility needed to close more sales

Why It Works

- Created from LIMRA's proprietary research on consumers, behavioral economics, and selling styles
- Developmental assessment (delivered as pre-work) personalizes the learning experience
- Learning is personalized by using LIMRA's Personality Styles Profile development assessment
- Lessons are made memorable through the use of real-life examples and case studies
- Content is easily incorporated into day-to-day sales activities

Delivery

- Live facilitator-led classes
- Conducted either in-person or online
- Participant resources are available online and can be accessed from any device

Course Outline

- **Part 1: Style Matters**
 - Seeing the Opportunity
 - How Consumers Buy
 - Style Overview
- **Part 2: Make Style Work for You**
 - Understanding the Dynamics of Style
 - Style-based Interactions
 - Assessing Style
 - Style-shifting How-to's

Contact us today!

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