Trustworthy Selling

Transforming transactions into enduring relationships

Multi-Line

Help your multi-line agents pivot to life insurance conversations.

Most of today's consumers are looking for trustworthy advisors who can help them address all of their insurance needs. Unfortunately, many don't realize that their home and auto agent is a full-service financial representative. Trustworthy Selling Multi-Line can help your agents proactively pivot to life insurance and retirement conversations in order to serve more of their customers' financial needs.

Your Agents Will:

- Understand how today's consumers really make financial choices
- Engage consumers by aligning to their mindset and preferences
- Naturally pivot to life and retirement needs by engaging in courageous conversations
- Quickly build trust using proven collaborative discovery skills
- Motivate today's consumers to act on their intentions
- Create cross-selling opportunities with communication techniques that deepen relationships

Why It Works

- It unites LIMRA consumer research with field-tested language and techniques drawn from HPN's network of successful agents.
- New skills are mastered through practice, role-play, application projects, and follow-up coaching.
- Lessons are made memorable through the use of real-life case studies.
- Content is easily incorporated into day-to-day activities with a language reference guide, demonstration videos, and other online resources.
- It builds confidence and strengthens agents' ability to address all their customers' insurance need.

Delivery

- Have it your way by delivering content in person – live or virtual; self-study; or just the modules you need to fill your training gaps.
- Turn-key learning system for company facilitators
- Immersive digital guides for coaches and participants
- Key online resources and materials, accessible from any device, including smartphones

Learn More

Find out how your agents can take sales to a new level:
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www.trustworthysellinginfo.com

HOOPIS PERFORMANCE NETWORK

LIMRA®

Course Content

The Trustworthy Selling Approach

This module introduces participants to the Trustworthy Selling model and approach, designed to emphasize process, not product, by engaging consumers on their terms. It requires a keen understanding of buyer psychology and behavior in the marketplace and awareness of how trustworthy behaviors directly affect the sales process and the quality of relationships with prospects and clients.

Understanding Today's Consumer

This module focuses on the latest LIMRA research and provides agents with a deeper understanding of how consumers think about our industry's products and services and the way we communicate about them. The module addresses how to establish trust and decrease the procrastination so prevalent with consumers today.

Understanding and Adapting Your Sales Style

Here, participants complete the Personality Styles Profile (PSP), which provides them with feedback on their unique selling styles. We address the behavioral styles agents find among consumers in the marketplace and provide practical ideas such as language, presentation skills, and more to help them adapt their styles during the sales process.

Business Development Strategies

In this module, participants receive strategies for identifying target markets, as well as specific techniques, tools, and resources to help them penetrate those markets. We conclude with field-tested language proven to increase the quantity and quality of the referrals they receive.

Engagement Strategies

This module focuses on the strategies and language to effectively engage prospects on initial contact. Agents learn how to overcome consumers' preoccupations and motivate them to engage in the sales process. The module includes telephone, face-to-face and digital engagement strategies.

Collaborative Discovery

This module describes the benefits of engaging in courageous conversations with prospects and clients. We focus on the art and science of questioning to understand clearly the buyer's need. We introduce the RPM Questioning Model, providing a process to increase the sense of urgency and gain agreement to move forward.

Gaining Commitment

In this module, participants receive best practices to help them effectively present their solutions. They also gain a practical understanding of the power of "story selling," as well as connecting the features, advantages, and benefits of their products and services during the close. We focus on LIMRA's behavioral economics research, proven to increase closing ratios by 29 percent.

Deepening the Client Relationship

Through LIMRA research, participants gain a better understanding of the importance of continuing to develop the relationship with existing clients through consistent communication and leveraging cross-selling opportunities. Agents receive practical ideas on client segmentation, hear best practices in ongoing communication, and learn how to identify cross-selling opportunities with existing clients.

Seller Psychology

The ninth module in the Trustworthy Selling curriculum addresses the psychology of financial professionals themselves. This includes a look at how top producers in the industry think about the business. In addition, the module addresses mental toughness and the psychology of peak performance that will help to motivate participants and increase their confidence.

Trustworthy Selling Capstone & Action Planning

We conclude the program with the "Trustworthy Selling Capstone." This module summarizes, demonstrates, evaluates, and integrates the principles and practices presented during the Trustworthy Selling experience. Capstone is designed to make meaningful and relevant connections between the curriculum and the job behaviors expected of Trustworthy Sales professionals.