

# Foundations of Selling

*Learn how to develop and keep long-term, profitable business through the consultative sales approach.*

**May 11 - 15, 2009**

*Conducted by:*

**KATIE SCHOOL** OF INSURANCE AND FINANCIAL SERVICES  
ILLINOIS STATE UNIVERSITY

ILLINOIS STATE UNIVERSITY  
**PROFESSIONAL SALES INSTITUTE**  
Advancing the Profession through Education, Research, and Outreach  
*(recipient of the Certified Sales Program Award by the Professional Society for Sales & Marketing Training)*

*Program Sponsors:*



## Who will benefit?

- ◆ Producers with less than two years experience.
- ◆ CSRs preparing to move into a producer role.

## What does it cost?

- ◆ \$1,595

\* Please note: food & housing not included. A block of rooms has been reserved at:

*Hampton Inn & Suites*

*320 S. Towanda Ave.*

*Normal, IL 61761*

*(309) 452-8900*

*\$105 (single/double) - Must reserve by 4/10/09!*

## For program information contact:

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**Jim Jones**  
Katie School of Insurance  
james.jones@ilstu.edu  
(309) 438-3021

## Registration Information - Please print and use one form per registrant

Name: \_\_\_\_\_

Agency/Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

SSN: \_\_\_\_\_

E-mail: \_\_\_\_\_

( ) Enclosed please find my check for

\$ \_\_\_\_\_ made payable to IIA of IL

( ) Please charge \$ \_\_\_\_\_ to my credit card:

Visa  MasterCard  AMEX

Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Today's Date: \_\_\_\_\_

Return completed form, with payment to:

IIA of IL

4360 Wabash Avenue,  
Springfield, IL 62711

Ph: (800) 628-6436 • (217) 793-6660

Charge orders may be faxed to (217) 793-6744

## Foundations of Selling for New Producers/Account Executives

This intense, highly interactive five-day sales program is designed to increase the effectiveness of new producers by providing hands-on, line of business specific sales instruction and role-playing. The Foundations of Selling Program includes all the components of our Consultative Selling Program including:

- prospecting
- cold calling
- pre-qualification of leads
- resolving objections
- buying and selling style profiling and
- sales organization/time management tools

## Learning Objectives

At the completion of the workshop, participants will know how to:

- Develop a lead pool from a variety of sources
- Develop and execute a marketing strategy that will get results
- Effectively pre-qualify on the first appointment
- Use the Consultative Selling framework to close sales versus quote
- Effectively overcome objections and move the sales process forward
- Gain appropriate and actionable commitment from the prospect, increasing the producer's close ratio

### *What makes this program so unique?*

Foundations of Selling combines role plays, exercises, live phone calls, and additional tools to provide the new producer with the structure, framework, and discipline to be a successful producer. Role plays and instructor feedback result in increased confidence and helps get the producer generating revenue for your agency faster. Participants work with their own sales leads during the course and leave with an actionable game plan enabling them to hit the ground running upon their return.

## Target Audience

The Foundations of Selling Program is designed for individuals with technical insurance knowledge but limited experience selling as a Producer. This program is highly recommended as Phase III to the Hartford School of Insurance entry-level programs. ***It is NOT intended for individuals without technical insurance skills.***

## Class Size

Class size is limited to an average of 16-20 students per session to ensure highly effective, interactive, hands-on instruction, and individualized attention by the school's experienced trainers.

## Foundations of Selling Class Topics

- Review Self-Coaching Worksheet and Game Plan Playbook
- Traits of a "Successful" Producer
- Sales Process
- Sales Funnel and Pipeline
- Target Marketing
- Prospecting
- Resolving Objections
- Cold Calling
- Understanding Your Customer
- Consultative Selling
- Elevator Speeches
- Time/Self Management
- Client Management
- Strategic/Tactical Game Plans
- Mentoring
- Question & Answers