

SETTING THE STANDARD OF SALES PERFORMANCE

Standard Insurance — Employee insurance and retirement programs

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NEED

The salesforce of Standard Insurance sells its wide array of employee benefits and retirement plans to independent brokers, not to the general public. These brokers, in turn, offer Standard's programs to business owners. That's why Standard's sales consultants must build strong, interpersonal relationships with brokers, so that they will want to offer "The Standard" to their clients. Standard wanted a strong relationship-building sales training program, custom-designed to meet these unique needs.

OUR SOLUTION

Psychological Associates® first developed a profile of essential skills, competencies, and behavioral traits contributing to sales success at Standard. From that, we designed a custom DIMENSIONAL® SELLING SKILLS™ workshop, emphasizing hands-on, experiential learning. Participants analyzed real sales situations and practiced real-life customer cases that they brought to the workshop. They applied their skills and developed strategies for selling to these customers back in the field.

***"We measure impact.
We can actually measure progress."***

***"Dimensional® Selling™ has
research behind it, and it's valid."***

***"It's application and how you
leverage learning that makes this
program unique and valuable."***

***Mark Turner,
Director of Field Sales Training***

RESULTS

When Standard ranked Psychological Associates' sales development program against competitors', ours achieved the highest rating for meeting Standard's needs. Follow-up surveys of participants show that 90 percent of those responding found that their new Dimensional® sales skills improved their sales effectiveness. Over 80 percent felt these skills helped improve engagement with brokers. One consultant attributed a \$500,000 premium to closing the real-life case he practiced in the workshop. Psychological Associates has certified trainers at Standard, who regularly conduct on-premise Dimensional sales workshops.

