

SELLING ESSENTIAL\$

TRANSFORM YOURSELF
INTO A SUCCESSFUL SALES
PROFESSIONAL.

GAIN TOOLS AND
CONFIDENCE TO
IMPROVE YOUR SALES
SKILLS, BENEFITING
YOU AND YOUR
ORGANIZATION.

Insurance professionals develop business and cultivate relationships. Being successful in insurance requires you to connect strategically and emotionally; to build trust, bring value and create solutions.

Unlock the keys to your success with Selling Essentials, a six-course series for new and seasoned insurance professionals. These soft skills will enable insurance professionals in all areas of the industry to communicate more effectively inside and outside the organization.

When you complete the **Selling Essentials Series** you will:

- Understand the Sales Cycle
- Tackle prospecting
- Listen more attentively and ask the right questions
- Present compelling solutions
- Persuade others to take action
- Develop lifetime clients

Take one course or complete all six and qualify for a Selling Essentials Certificate. You and your employer will benefit from better communication and higher customer service satisfaction.

WHAT ARE PEOPLE SAYING ABOUT SELLING ESSENTIALS?

“I highly recommend this series whether you are in sales or not - we all sell our products, our services, and our ideas every day; this program helps us to be successful in doing so. And it's a great value for an affordable price!”

~ Cindy J. Prud'homme, AINS, CPIA, CIIP, CLP
Manager of IT Communications and Planning
Meadowbrook Insurance Group

