

SDI 4 THRIVING in a Virtual World



Season 4
THRIVING
in a Virtual
World
(Digitally -
Skilled)

A focus on
virtual sales
communication
and
presentation
skills that result
in satisfied
clients and
improved
performance

Episode 4.1 Working Virtually

Episode overview: Working virtually with digital tools will enhance the sales process while improving consumer service, and satisfied customers, productive Advisors, and profitable insurance companies produce more of the same while driving an increase in performance. This episode explores the finer points of working virtually with consumers to improve advisory and performance while discussing Privacy and Regulations in a digital world.

Episode 4.2 Approaching Leads

Episode overview: Establishing a digital presence on social media will provide many digital leads and converting a lead into an appointment is the primary goal of a successful approach. This episode explains effective ways to convert leads into appointments through the use of effective scripting while providing examples of successful sales approaches.

Episode 4.3 Prioritising Needs

Episode overview: Prioritising Needs through a collaborative discovery process is a proven method for helping customers discover needs and make buying decisions. As a digital insurance professional, mastery of the Discovery process using digital tools is a beneficial skill. This episode explores the foundations of needs-based selling and the benefits of collaborative discovery while discussing effective need prioritization the use of effective scripting.

Episode 4.4 Presenting Solutions

Episode overview: Presenting the Solution and Closing is the most natural step in the sales process if a vital need has been discovered through collaborative fact-finding. As a digital insurance advisor, presenting the solution in a professional way is crucial. This episode explains effective ways of presenting solutions while demonstrating examples of gaining commitment through the use of effective scripting.

Episode 4.5 The S4 DSP Thriving in a virtual world with skills to improve performance

Planning Overview: The final Digital Sales planning episode focuses on the design of engagement scripts to improve sales advisory services in a virtual world by developing knowledge and skills within the sales process. An opportunity to develop personal in converting digital leads to appointments, prioritising needs, and presenting solutions are part of this planning segment.