

## **Presentation Title** – *“Delivering Value Amidst Today’s Benefits Challenges: You’re Spreadsheet Ain’t Gonna Cut It Anymore”*

### **Presentation Description**

There are multiple ways to be an average sales person, but one clear way to be exceptional, or perhaps just ensure your survival. We will discuss what it will take in the future to be that exceptional benefits salesperson. The session will start with an assessment of what our employer clients really WANT to buy versus what they HAVE to buy. From there, we will understand how the way we sell affects our sales success. And, finally, we will discuss how the way we communicate throughout the sales process determines our ability to consistently attract the right clients.

### **Presentation Outline** - Total Presentation Time (including Q&A) – 60 minutes

Section 1 – (10 min) 9:15-9:25-What your employer clients WANT to buy versus what they HAVE to buy

- Understanding what your clients want to achieve
- Understanding our role in delivering on that desire
- How current industry challenges affect our ability to deliver
- What real value looks like in the eyes of your prospects/clients

Section 2 – (20 min) 9:25-9:45-Selling more effectively by Challenging your prospects/clients

- Understanding why some sales people are more effective than others
- How to become more effective as a sales person
- What it means to Teach your prospects/clients
- How to Tailor your message to the various stakeholders
- How to Control the process and guide the buyer to a better buying decision

Section 3 – (20 min) 9:45-10:05-Communicating more effectively to your prospects/clients

- The order in which you communicate your value proposition is key
- The completeness of your message is critical
- Aligning yourself with the right type of buyer
- Being appropriately persistent with your prospects

Q & A – (10 min) 10:05-10:15