



Selling Protection Workshop

Effortlessly package-sell Insurance Protection Products during a mortgage sale

Thursday 11th March 2010

£139.99 inc VAT

Maximum of 6 delegates

Suitable for all mortgage advisers, both young and old, new or experienced who genuinely want to help their clients by being fully protected.

Learn how to:

1. Reposition your most effective Client Acquisition strategies
2. Learn how to make appointments with orphan clients, referrals and letter follow ups
3. Learn how to introduce your credibility statement to set out your stall
4. Learn the 7 steps to instant rapport
5. Ensure you get zones and territories correct
6. Understand customer criteria, hot buttons and personal needs
7. Add to your repertoire of question styles and get the right tone and language first time
8. Understand the Probing Triangle and how you can disturb all needs the customer may have.
9. How to listen to Level III Global
10. Maximise your body language and non-verbal signals
11. Read your customer's body language to judge exactly what they're thinking.
12. Sell benefits effortlessly
13. Hypnotic selling techniques that speed along the sale
14. Lock the customer in if you provide a two stage sales process
15. Recognise buying signals
16. Close painlessly and simply
17. Handle objections in a relaxed manner and appreciate the benefits of pre-empting the common ones.

Sainsbury's Bank this year warned that there are up to 4.2 million people that do not have life assurance with their mortgage. This equates to an estimated £217 billion worth of mortgages not protected by life cover.

Increase your chances of making the most of this selling opportunity by attending our results driven training workshop which will help you master the skills of including protection cover within a mortgage package for clients.

- Maximise the revenue from each mortgage sale to beat the current recession.
- Treat your customer fairly whilst simultaneously increasing your commission income.
- Workshop led by sales experienced trainer with over 25 years involved in the frontline of selling insurance and mortgages.
- All tips shared are highly practical and can be used straight away.
- Lively and engaging training methods used.
- Everything covered is right now being used by top performing protection salespeople.
- Pre-course material and a post course Online Sales Kit to help embed what you've learnt, with optional test for CPD purposes

Only 6 delegates so act now before the workshop fills up



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