

Client Spotlight



SITUATION

To assess the validity of ASLAN's approach to prospecting, we worked with our client, Western Southern Life, to conduct a pre & post training lab in two regional offices.

For each office, our team began by observing how their top reps were currently prospecting and the results of their cold calling efforts. After 4 hours at each location, the pre-training results were bleak:

- **Percentage of prospects willing to engage in conversation: 6.6%**
- **Appointment set: 0%**

How could they survive with such dismal results? We learned that the primary source of new appointments was from referrals or calls to previous customers. An excellent source of business but they were missing a large, untapped market. The lack of success and fear of rejection led to consistently declining market share.

SOLUTION

Now that we were able to benchmark the current level of performance, we delivered a **one-day training program called ACCESS.**

The program begins by reframing their approach to selling and abandoning the traditional sales approach for a radical process that works. Sellers learned what neuroscience has taught us about biases, converting the emotionally unreceptive prospect, and what messages make through the tsunami of information and capture the decision-maker's attention.

With this foundation in place, participants learned a tactical set of tools, skills, and a new process for converting cold prospects. Sellers learned:

- Simple techniques to instantly reduce the tension that exists in every sales call.
- To quit leading with their service and quickly capture the attention of the prospect, by developing an **Other-Centered®** position - the central message of every email, introduction, or social media message that includes three elements: 1) **Captivate** by leading with the customer's problem, 2) **Elevate** - build credibility by sharing a disruptive truth, 3) **Separate** your solution from the competition by communicating a proprietary benefit.
- A 10-30-3 process (10 seconds, to get 30 seconds, to get 3 minutes) that reduced the prospect's risk of engaging and focused on helping them determine if investing in an appointment is in the prospect's interest.
- An ADAPT response to neutralize the five common false objections prospect's use to avoid sales calls.

RESULTS

After training and some additional coaching, the seller's performance drastically improved.

Engaged in conversation to discuss the need for life insurance:

6.6%
→ **53.3%**

Appointment set:

0%
→ **20%**

