

2. Background Reading – “Beyond Selling Value”

Time: 3-4 hours

Who: New Producer

Where: Self-Study

Overview

The purpose of this activity is to prepare the new producer for the RHSB sales culture which may be a different approach than what they have used in the past. This activity sets the tone for the rest of the on-boarding process and gives an overview of how we want to position RHSB in the sales process

Objectives

As a result of this activity, the Producer will understand why it is important to avoid the vendor trap. RHSB has embraced the IMPAX sales process and the infrastructure is built to support this method of selling. Throughout the on-boarding process we will focus on how we differentiate ourselves in the marketplace and it is critical that the new producer understand the process and tools for building critical value-based relationships.

Steps

1. Complete the background reading,
2. Assess your current selling style / strengths & weaknesses
3. Incorporate ideas into your Sales and Business Development Plan

Materials

- “Beyond Selling Value” by Mark Shonka and Dan Kosch

Follow-Up

Business Development Director will debrief this activity and help the new producer understand how to utilize this information going forward.