



## Behavioral Science Sales in Social Distance World

### Support Document

Here are examples of the teaching topics from Behavioral Science Sales in Social Distance world. Each concept will be explained and then have examples you can use to build your own messaging.

### SESSION 1

#### YES IS NOTHING WITHOUT HOW

**Concept:** Someone may like what you offer, but if they don't know how to get from points A to Z, it may not be worth taking the risk. In this environment of uncertainty, people don't want more uncertainty. They need clarity and confidence.

#### Examples:

1. A graphical chart that shows step by step (if/then) how the transition will flow.
2. A calendar showing the details of what will happen by when.
3. A spreadsheet with checkmarks showing all steps in transition.
4. A project management document (Monday.com) that gives transparency and real time updates on all actions.

#### LABELING

**Concept:** Labeling is an opportunity to focus on a key word or concept vs the other Producer or a broader issues. Labeling allows you to address that topic and overcome it as a barrier to success. Decisions are easier to make if they have a label on the item that needs to be fixed vs feeling they have a bad Agent/Broker.

#### Examples:

1. The problem seems to be that you don't have **access to data** that will help you make faster and better decisions. This is a problem that could have substantial impact on your insurance price and program.
2. It seems like you **aren't looking at detailed cost containment strategies** to reduce your benefits costs.
3. You are currently **not able to access a thorough risk profiling or assessment resource**. Without having access to something like that, you will never be able to truly control your risk management and insurance program.
4. You **can't get "this"** anywhere else. ("this" is referring to your process, tools, resources)

## ACCUSATION AUDIT QUESTIONS AND STATEMENTS

**Concept:** We need to get them to speak about the real issues at hand. Simply accusing them of beliefs that are in conflict to what you are selling. This will get them to address the issue and you can then either teach them or handle the objection.

### Examples:

1. It seems like you don't believe risk management focus will have an impact on your insurance program.
2. It sounds like you believe our methodology could be considered fluff or not having any real meat.
3. It seems like you can't see how risk management and proactive insurance management should be a priority in your business right now.

## EMOTIONALLY CHARGED WORDS

**Concept:** When we use emotionally charged words, you will evoke more emotion and feelings from the buyer. They will be more influenced with these words than soft words and statements.

### Examples:

1. It is a **travesty** the way insurance brokers simply quote insurance and don't utilize more modern forms of risk management.
2. The copy and quote model of getting insurance is **outdated** and is a **substandard** method of risk management.
3. If you do nothing different, it could be **extremely damaging** to your business.
4. Not doing a complete analysis of your risk is simply **unacceptable** and **insufficient**.
5. We have adopted a **superior** method of risk analysis and risk profiling.

## SESSION 2

### SYSTEM 1 AND SYSTEM 2 THINKING

**Concept:** System 1 thinking is where you keep the dialogue easily understandable. It can also be called Cognitive Ease. This means people don't have to critically think when you are describing something.

### Examples:

1. Tell stories. People can easily follow a story and then relate it back to what you are wanting to persuade or communicate.
2. Create shorter messages with very clear points that are framed within a topic. Something like, "Stephen Jobs quote that 'good companies will find out what a client wants and needs and then meet those needs. But, great companies will change the way their clients think.' So, my goal is to change the way you think about risk and insurance. Here are 3 key points..."
3. Show graphs and charts to visually display what you are talking about. This could include the Band of Pricing, The Risk Opportunity, 25/25/50.

## **FEAR OF LOSS**

**Concept:** The fear of loss has a 2:1 ratio of action and acceptance over the potential of gain. In these social distancing times we have a LOT of items we can discuss that could be major loss concerns. When we do that, we will get the movement and action from the client more than a bunch of promises of what we would offer.

### **Examples:**

1. Fear of loss items
  - a. Political influence
  - b. Hard Market
  - c. Social changes
  - d. HR issues
  - e. Digital Protection
  - f. Technology changes
  - g. Future Pandemic
2. What will happen if you do nothing different?

## **BEING PREPARED**

**Concept:** Clients in these times want to know that you KNOW them. They have to believe you understand the details of their industry and them as a company. If they don't feel like you relate to them and understand them, you have very little chance of getting them to change in this environment.

### **Examples:**

1. Google search risk, evolving risk, emerging risk, industry challenges for any industry class you are calling on.
2. Pull and organize any data that exists in an industry class.
3. Have talking points about the key drivers of cost in the industry.
4. Do thorough risk assessments and profiling of the prospect.
5. Research who they know and get introduced.

## **MAKE THEM FEEL SAFE**

**Concept:** For someone to make a change in this environment they will have to have a lot of confidence in you, your company, and your products. Feeling safe enough to have potential disruption in the business will take work.

### **Examples:**

1. Named and established process you use to identify and manage risk.
2. Technology platforms for communication and execution of deliverables.
3. Introductions and referrals
4. Delivering clear and detailed transition plans.
5. Having a Risk Management or Risk Reduction Plan as part of your deliverables
6. Establishing goals and desired outcomes in the relationship