

Improving seller competence

A Distribution Quality Management Programme learning



A knowledgeable, skilled and well-trained workforce is key to a company's success. We understand that improving know-how allows your business to keep on being adaptable and competitive. Ultimately, this will contribute to better productivity and more revenue. That's why we create learning as part of our Distribution Quality Management programme – for better business.



What are the benefits of improving your sales skills?

- Further developing for best practice professional and personal development
- Better client/policyholder satisfaction and therefore fewer complaints
- Improved policy and ability to retain clients
- Improving operational process and management costs



What areas should you consider?

- Product and system knowledge: do you have a good grasp of product and system basics?
- Before the sale: positioning and asking the right questions
- Point of Sale/Client interview: accurately completing the application
- What happens next: managing client expectations when finishing the call
- Beyond 'on risk': creating a rapport and future trading relationship



What are the most effective ways to improve?

- Coaching and regular modular training programmes
- Mentoring and shadowing experienced members of the team
- Structured monthly 121's and feedback sessions
- Testing knowledge and skills

A final tip for best practice:

Reduce 'Cancelled From Outset' by calling your clients, ideally within 48 hours of the policy going on-risk. Take this opportunity to reconfirm details and share important information.

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