

FINANCIAL SERVICES & LIFE INSURANCE

ESP®

*Jackson National
Life Insurance*

Problem

Jackson National Life Insurance Company prides itself on the upward mobility of their representatives and believes strongly in their education and development. When it came time for their inside sales staff to transition to outside sales, management recognized a lack of “social graces” among many of their potential top producers. Concerned that this would translate into decreased opportunities for the new agents, they decided to bridge this gap.



Solution

The ESP® staff provides quarterly training sessions focused on optimizing the professional presentation skills and networking opportunities that will inevitably lead to success. Working with small groups of twenty, the training provided substance and polish to the initial impression JNL agents make with clients. Developing these skills, the training explored the intricacies of business dining and table etiquette. This provides the knowledge and social skills necessary to be comfortable hosting a business lunch.

*Executive Social Presentation
The Business of Courtesy*

Results

JNL representatives are armed with the confidence and credibility necessary to increase their professional influence and land new accounts. The management team has been so pleased with the results, they believe it has affected the bottom line. When agents meet with clients they know how to accomplish their objectives while building rapport and putting them at ease. This gives the agents the opportunity they need to sell additional products and services to potential customers.

Quotes

“Thank you for your insights into today’s business world. The skills I picked up went to good use the other night when meeting my boss’s boss at a recent dinner. It went very well and I really appreciated your advice. I even taught the people at dinner my favorite rule about the ‘b’ and ‘d’!”

- Michael Scaff, participant

ESP® Executive Social Presentation

a division of JDW Social Education Programs™
1776 S. Jackson St. Suite 1120
Denver, CO 80210
O . 303-757-5333 . F. 303-757-5334
www.iesp.org