There are three very important aspects of belief when trying to successfully sell a product or service. First, you must believe in yourself, secondly, you must believe in what you are selling and thirdly, you must be able to effectively communicate your belief. Belief and your ability to transfer this belief to your prospects can be the difference between closing and losing a deal. Today, you will be introduced to case studies that will help you increase your knowledge and belief in Insperity’s products and services. You will also complete an activity that will help you begin developing compelling stories that demonstrate the impact our products and services have on our client companies and worksite employees.

**BELIEF IN YOURSELF**

People buy for a number of reasons. Belief can be a strong motivator for you AND for your prospects as you continue to grow and learn more about Insperity’s products and services. One of the most powerful beliefs you hold is the belief that you can make a difference. It’s the belief that through your effort, you can produce a better outcome in your life and in other people’s lives; in your business and in other people’s businesses. As a Business Performance Advisor, your ultimate goal is to have your prospects believe you, trust you, and see that you are coming from a place much deeper than just the point of making a sale and making money – you are a true advisor who cares about the success of small business and the community. Once you achieve this, you will absolutely, positively, without a doubt, sell more!

**BELIEF IN INSPERITY’S BUSINESS MODEL**

Now that you have a clear picture of what it truly means to believe in yourself, let’s focus on belief in what you are selling. Our mission of helping businesses succeed so communities prosper is the foundation for Insperity’s unique business model and everything we do. For more than 27 years, we have been the most comprehensive HR outsourcing and business services solution in the marketplace, providing solutions to more than 100,000 small to medium-sized businesses. At Insperity we believe in our solutions, business owners, and our clients. We are committed to helping owners overcome the numerous challenges that come with running a business. As you continue to increase your understanding of our business model your belief will automatically increase as well!
BELIEF IN WHAT WE DO FOR OUR CLIENTS

So far, we have validated the importance of believing in yourself and believing in the products and services Insperity provides. But why stop here? Let’s take your belief one step further! By better understanding how Insperity helps our clients achieve their goals, you will be able to talk with your prospects about how we can do the same for them – creating a win-win opportunity for both you and your potential client. So how can you begin learning what our clients’ experience is if you don’t have any clients yet? The Insperity blog on the Insperity website is filled with a plethora of valuable information you can share with your prospects. In addition, you will find case studies that demonstrate the impact of our services and boost your belief in what we do for our clients. As you accumulate clients, you will see and feel first-hand the many benefits Insperity client companies experience, but for now you can “borrow” belief by investigating what our current clients have already experienced.

APPLICATION EXERCISE: EFFECTIVELY COMMUNICATE INSPERITY’S IMPACT

Understanding the power of storytelling will change the way you communicate with business owners forever. In conversations with prospects, stories help build trust, overcome skepticism and help to substantiate your claims about our solutions. At the heart of every good story is information that is convincing, persuading and influencing. Stories should create images for prospects, touch the mind and heart and inspire a shared vision. Many times salespeople are unprepared and think they can conjure up a story on the spot. However, this can turn out to be disastrous to your credibility and to the value Insperity provides small and medium sized businesses.

So how can YOU begin developing convincing stories that persuade and influence your prospect’s buying decisions? Here are few tips. Your stories should be short, to the point and relevant to your prospect’s needs. Be specific and focus on differentiating yourself from the competition by driving home our value proposition in a compelling and memorable way. Incorporating these tips when sharing a client’s story will put you in a position to make a difference in the way your prospects think and feel about Insperity, you and becoming a client.

Use the following job aide to navigate your way to Insperity case studies that demonstrate how Insperity’s business solutions help companies run better, grow faster and make more money, then follow the directions to complete the associated exercise activities.
Step 1: Open Insperity Internet Webpage
- Type [www.Insperity.com](http://www.Insperity.com) into your web browser
- Click the Go Icon or Hit Enter

![Image of Insperity Internet Webpage]

Step 2: Search for Client Case Studies
- Type “Case Studies” in the search box
- Click on the Magnifying Glass Icon or Hit enter

![Image of Insperity Internet Webpage with search results]

Step 3: Show results for Case Studies
- Click on any case study title to open and read

![Image of Insperity Internet Webpage with case study]

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Through the Client’s Eyes Activity

As you have just learned, belief plays a major role in your ability to effectively communicate the value of Insperity’s business solutions. By better understanding how Insperity helps our clients achieve their goals, you can develop compelling stories that articulate how we can do the same for them.

PART I:

Follow directions on the Navigate Your Way to Client Case Studies job aide to view Insperity’s case studies. Select a case study and answer the following questions, repeat until you have completed five.

Case Study #1

Company Name: ___________________________________________________________

1. What was the need/challenge(s) the client had?
   _______________________________________________________________________
   _______________________________________________________________________
   _______________________________________________________________________

2. What were the solutions that Insperity provided?
   _______________________________________________________________________
   _______________________________________________________________________
   _______________________________________________________________________

3. What was the results/impact to the business?
   _______________________________________________________________________
   _______________________________________________________________________
   _______________________________________________________________________

4. What emotional impact could Insperity’s solutions have on the business owner?
   _______________________________________________________________________
   _______________________________________________________________________
   _______________________________________________________________________

Case Study #2

Company Name: ___________________________________________________________

1. What was the need/challenge(s) the client had?
   _______________________________________________________________________
   _______________________________________________________________________
   _______________________________________________________________________

2. What were the solutions that Insperity provided?
   _______________________________________________________________________
   _______________________________________________________________________
   _______________________________________________________________________

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3. What was the results/impact to the business?

__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________

4. What emotional impact could Insperity’s solutions have on the business owner?

__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________

Case Study #3

Company Name: ___________________________________________________________

1. What was the need/challenge(s) the client had?

__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________

2. What were the solutions that Insperity provided?

__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________

3. What was the results/impact to the business?

__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________

4. What emotional impact could Insperity’s solutions have on the business owner?

__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________

Case Study #4

Company Name: ___________________________________________________________

1. What was the need/challenge(s) the client had?

__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________
Through the Client’s Eyes Activity

2. What were the solutions that Insperity provided?

3. What was the results/impact to the business?

4. What emotional impact could Insperity’s solutions have on the business owner?

Case Study #5

Company Name: ___________________________________________________________

1. What was the need/challenge(s) the client had?

2. What were the solutions that Insperity provided?

3. What was the results/impact to the business?

4. What emotional impact could Insperity’s solutions have on the business owner?
PART II:

1. Using information from one of the case studies above develop and write down a compelling story you will use in conversations with prospects to build trust, overcome skepticism and substantiate your claims about Insperity solutions.

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2. Share your story, in your own words, with your District Manager and a veteran BPA in your office then rate yourself on how you did.

My story was short and to the point while providing insight into the impact of Insperity’s solutions.

<table>
<thead>
<tr>
<th>Agree</th>
<th>Strongly Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
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My story articulated Insperity’s value proposition in an easy to understand manner.

<table>
<thead>
<tr>
<th>Agree</th>
<th>Strongly Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
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