

Subject: Feedback on last week's webinar

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From: Jason Bamford

To: Tony V (tony@tonyvidler.com)

Hi Tony

Fantastic feedback. Here is the write up we put in the weekly TAL updates (internal sales) this week. All highlights and 'improvements' are below. One note back from our Head of Sales who listened to the recording and in looking at future presentation / workshop opportunities - "He is very easy to listen too and is well liked by advisers so it would be good to mix up the TAL stuff with some generic adviser stuff."

Per previous notes – will keep you updated on other opportunities. TAL has a strong Technical team. Not as strong in your areas of expertise.

Thanks again for running a great topic!

Jason

TAL Risk Academy

Tony Vidler presented last week on 'how to make risk cover more attractive to clients'. The average score provided was 4.63 out of 5 which is a new top score for a Business Management webinar and we had close to 200 attendees. Rather than show the usual graphs, I thought I would just share everyone's feedback. Definitely some great tips and ideas to take from this topic! Here is the [recording](#).

What was the highlight of the session?	Can you suggest any improvements to the learning content / presentation?
The part about referrals	No
Specific tips on framing from a long time risk adviser	None
graphics and pics were great, would love to use them :)	nope
Excellent examples of how to explain the reasons for insurance and some great phrases that will be borrowed and used in future	Would value a 1/2 day seminar and a face to face with Tony.
Always pick up some interesting ideas	No all good
sales technique	none
the 6 universal truth of influence	no this was good
I liked the sales examples he used with clients	No, very good
the psychology	keep it up
The way to position IP.	None.
I enjoyed Tony's style of presentation. He was relaxed, clear and easy to understand.	No
The elephant in the room approach	No
Summarised slideshow and good use of colour - engaging speaker!	n/a
Don't be afraid to have the frank conversations with clients, including discussing the "Elephant in the room".	Happy with content and presentation.
value of advice.	nil.
When tony spoke about the value of advice	no
the topic sounded good , but the presentation was far too convoluted .	Use the analogy KISS
Presentation of common sense approach.	No
The importance of coaching	None - all good.
Good overall	no
Presenter gave really good analogies to compare different scenarios.	Would like some comparables with the different types of covers.
Information regarding 6 universal truths of influencing.	No - very helpful information.

Don't be afraid to have the frank conversations with clients, including discussing the "Elephant in the room".	Happy with content and presentation.
Good tips on how to discuss insurance.	n/a
When he discussed testimonials - including not just what the client said but who they are - will definitely change our website to include details of 'who the client is'.	I was a little concerned when he spoke about positioning and statistics using statistics to highlight shortfalls - leading to sales - surely it must be on a needs basis, first and foremost.
There were many highlights, but in general getting a idea of Tony's client friendly process and picking up a few golden words of wisdom that I'm sure I will use.	none
I liked the way the presenter engaged us	no
There were a number of great ideas given	No suggestions
Always enjoy a refresher of old ideas and some new ones	Nil
I thoroughly enjoyed the WHOLE session! Especially tips for interaction with clients via drawn 'examples' of the value of advice and risk protection.	No...
How the principles applied to real life	If he can share how all these apply to life, TPD and trauma would be great.
Very practical	
Informative	All good
I think it was a great presentation with good content that will help out.	Maybe some more real life examples.
It was all GREAT!	
I have already filled out this page of the feedback form, but when I pressed submit I lost the link to the questions, so I am just "trying again".	see above
The 6 pillars	no
Presenter linking presentation to available TAL content (stats)	open up questions before presentation finishes
Transferring the role of the Adviser to becoming the coach of the client. And reversing the role so that the clients make their own decisions about their financial future.	No not really
With my back ground in Life cover / Business cover it was good to hear from someone who has kept this relevant and remains up to date with market trends and isn't just trying to flog the next policy.	It would have been good for it to go a bit longer and cover a off a few examples in the business risk space around how to address the areas of concern for the clients and how to direct those conversations.
Nothing in particular overall it was a very good webinar	Nothing in particular, the overall presentation and learning content was very good.
Tony Vidler. Great presenter. Great ideas.	NIL
The examples of materials that can be used with clients and in meetings	No
other ways to think about Personal Insurance.	none - all good.
Utilisation of the correct terminology with prospects/clients	No
using the right wording in different situations	no
fantastic presenter.	I only wish that the webinar had been recorded so that I could listen to the content again and also get my colleagues to listen to so of it as there was a lot of good things talked about
Discussion around different ways to position the discussion around insurance, always good to have some extra tools to help to frame the discussion.	Not really. The format works well.
It was extremely relevant and different	No
Great tips on selling insurance	No improvements required.
Great presenter with interesting & relevant content.	No
example presenter gave of getting client to run how they would spend recommended insurance cover	No
good examples	NA
Presenter was lively and interesting to listen to	No

Some valuable strategies and choices of words and phrases which may add significantly to prospective and existing client relationships.	
Thank you Tony.	None at all.
Use of Caldini	No
The benefit of coaching clients instead of selling to them	Similar Webinars using other personal insurance examples / analogies other than IP. Tony clearly has a technique for engaging around Life, TPD and Trauma
presenter	no
The presenter dealt in the real world of dealing with clients.	No all good
Revisiting Caldini	No but having to resubmit this to get the assessment after downloading the presentation is a little annoying.
Really great webinar. One of the best ones I've listened to and some great tips!	No
all	no
The enthusiasm of the presenter about his topic	No
Position of Risk Planning no jargon to client.	Perhaps some additional topics from Tony, he seems to have a much better method of getting commitment from clients.
great content !	no
simple but powerful quotes-- " Easy to get,hard to claim, or Hard to get,easy to claim"	
Recommend me friends, not refer to friends Insurance is the biggest grudge purchase in the world 6 universal truths	no
Interesting perspective on relating to clients.	
Testimonial author more important than content was also good insight.	Very happy with presentation
Tony offered a new way of discussing risk insurance	No
Some valuable strategies and choices of words and phrases which may add significantly to prospective and existing client relationships.	
Thank you Tony.	None at all.
completed	no
Different wording to use	it was all good
Snakes and ladders	Could condense the presentation into 30 minutes
Tips and use of language.	Webinar app was not very compatible to my laptop.
Soft Skill improvements	No
Over all easy manner of presentation, down to earth, practical examples.	
Reinforced that we are 'coaches', in 15 plus years I've said 80% or so of my role is education of the clients. Ensuring the clients make an informed decision. I am there to help them make that decision.	NO excellent for current needs.
Wordsto avoid during conversation with client	
Coaching approach	Would like to see such session as a half day.
Easy to register and dial in online. Very good presenter. Liked words/language to use section.	Not really.
Just really well presented, relevant and interesting content. It all tied together really well.	No
The various tips on what to use in client conversations	None
Excellent webinar, the content Tony provided was excellent, particularly timely for myself as I have only recently been promoted to an Adviser role.	longer sessions? Maybe a masterclass with Tony?
It was all great, really enjoyed Tony's presentation. It was full of practical ideas to use with clients.	No, I enjoyed it all.

Liked the IP discussion piece	Not really
tips on how to help your client	more of the same basic stuff
No specific highlight, just a very good presentation.	No
tips on how to help your client	more of the same basic stuff
A couple of good tips of some of the wording to be used with clients	No
It was very helpful on how to attractive more of my clients towards risk and change their attitudes.	No it was very good
Great info and tips	No, was very well done
Nothing in particular overall it was a very good webinar	I thought the learning content/presentation was very good
Good practical Tips of how to engage clients.	Wanted to know a bit more of how to approach the discuss of structuring covers e.g. explaining stepped or level premiums and all bells and whistles of a policy.
The concept of being the Coach and the discussion around the elephant in the room	I thought Tony's method was 1st class
1. Success in life increases through planning AND coaching 2. Succession snakes and ladders concept	No
The tip about "spend it" as a way to work out how much cover someone needs	nil
easy to listen to and engage in content	no
Suggestions of certain words and language to use when with a client.	.
content/presentation	no
nil	nil
Quality advice.	No
No highlight all good	No
Sharing of personal experiences	no
n/a	n/a
all	no
Very informative	Business insurance engagement conversations
sales idea	sales ideas
Great visuals, clear, concise and articulate with great relevance	Given the relevance of this topic, it could have gone longer - keen to learn more
Client engagement strategies	None
It was all good.	None
Tips on selling	No
na	na
Tips on how to highlight the financial benefit of IP insurance to clients.	No
The section giving the different aspects to what gives the client trust.	None
Interesting points on how to approach clients and not use the word "contract" etc	No I think it was a great presentation
The six universal truths of influence being applied to insurance and client contact situations.	No
the wording to clients.	no
Learning about Robert Chialdini	nil
Tony Vidler!	No, it was excellent
1. The Value of Advice: Slide Nos. 7 & 8. 2. The comment "There are two types of Insurance: Easy to Get / Hard to Claim, or, Hard to Get / Easy to Claim.	Not at the moment.
Explaining Revised terms and more	no
How small changes to how you word things can significantly impact how the client processes that information.	N/A
presenter had some good lines that are useful in demonstrating the value in insurance	possibly more lines/practical uses as per above.
N/A	N/A

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