

# TRUSTED RISK ADVISOR<sup>TM</sup> CERTIFICATION PROGRAM



CONSULTING...DIAGNOSING...PROTECTING



**BEYOND  
INSURANCE**

# ABOUT THE CERTIFICATION PROGRAM



The Trusted Risk Advisor™ certification from Beyond Insurance is a symbol of professional excellence in consultative, diagnostic sales and mastery of risk advisory knowledge. By obtaining the Trusted Risk Advisor™ certification, you will differentiate yourself with insureds, carriers, centers of influence, and your community through the quality of education, knowledge, and diagnostic process you possess.

The engaging program is available online or in-person and offers training and coaching in consultative and diagnostic sales using a five-step enterprise risk management platform.

The TRA program has an average Net Promoter Score (NPS) of **75%**.

## KEY BENEFITS OF THE TRA PROGRAM

### COMPETITIVE ADVANTAGE

Formal training in consultative, diagnostic sales and risk advisory skills gives you a distinguished brand and competitive advantage in the marketplace.

### CERTIFICATION

Demonstrates that you have the risk advisory knowledge, skills, tools, and process needed to successfully identify, analyze, and mitigate risks and exposures on your client's behalf.

### PERFORMANCE

Trusted Risk Advisors™ build high-trust client relationships that are strong and enduring, regardless of the market. The TRA mark demonstrates that you are skilled at reducing claim frequency and severity.



## WHO SHOULD ATTEND?

This program is designed for seasoned, successful agents and brokers who want to take their game to the next level — to reap the rewards that only credibility, trust, and enhanced perception can bring. Although at least one year of industry experience is recommended, consideration will be given to professional experience outside the industry.

To earn the certification, you must complete all four sessions of the Trusted Risk Advisor™ program in order. Agents who complete the Trusted Risk Advisor™ program are granted a lifetime certification.

The TRA program is based on the process that enabled thought-leader Scott Addis to achieve a \$12 million revenue book with a 95% hit ratio.

# About the TRA Program

## **GOODBYE, AGENT AND BROKER. HELLO, TRUSTED RISK ADVISOR™**

- Discover Your WHY...Your Purpose for Existence
- Your Path to Trusted Risk Advisor Status
- Differentiation, Commoditization, and the Traps
- Developing a Unique Message - Your TRA Value Proposition
- Risk, Risk Management, and the TRA Decision Matrix

**TRA 1**

## **THE ART AND SCIENCE OF DISCOVERY...LEADING TO STRATEGY**

- The I<sup>3</sup> System
- The Five Stages in the Initial Prospect Interview
- Walk Away Power
- The Employee Interview... a Strategy to Position You as the Undercover Boss!
- Case Study: Hospitality Industry
- The TRA Prospect Trigger...Emotion
- Active Listening
- The Prospect Qualification Filter

**TRA 2**

## **THE RISK ADVISOR - MOVING AWAY FROM THE TRANSACTIONAL SALE**

- The Underwriter's Response to the TRA Process
- The Art of Negotiation
- Prospect Research Evaluation Program (PREP)
- Filling the Prospect Pipeline
- The World of the CFO

**TRA 3**

## **CREATING A DIFFERENTIATED CUSTOMER EXPERIENCE JOURNEY THROUGH THE TRA PROCESS**

- The Customer Experience Journey
- Monitoring Risk and Risk Management within the TRA Framework
- Building Relationships that Last
- Creativity and Innovation...the One-Two Punch of the TRA
- The Art of Goal-Setting
- Living Each Day as a Servant Leader!

**TRA 4**