

## ONE OF SALESGURU'S TOP COMPANIES TO SELL FOR 2011

### ALL ABOUT SALES

#### Please give a general overview of the products your sales team?

Liberty has always been at the forefront of product innovation. Our range of risk and investment products secure valued clients against the financial risks associated with life events such as death, disability, dread disease, incapacity, or redundancy. Our extensive investment options not only protect, but also create individual wealth.

#### How would you describe the type of sale made by your sales team?

Every product recommendation is qualified through extensive financial analysis and qualified through an individual risk assessment. The process of financial planning is conducted by our professional and qualified financial consultants. Their extensive training and experience secures every client a unique tailor-made financial plan. The actual style is dependent on the advisor and the client, as to what will work best bearing in mind a sale to an IT consultant will be different to an environmentalist!

#### Who do your sales people typically sell to?

##### Consumers

We have always been proud of our focus on establishing honest and qualified relationships with our valued clients. We want to meet with any person who has a personal need for professional financial advice. We believe in looking after our clients as if they are our close family and friends.

##### Businesspeople

Liberty has always been proud of our ability to provide sophisticated financial advice at either an individual, or corporate level. Many of our individual clients are very successful business people, but they also make extensive use of our corporate and medical range of group scheme products within their businesses. Inevitably this means we are dealing with decision makers in these situations (CEO, MD, CFO, COO etc).

#### What is the average length of a sales cycle in your business?

The complexity of our valued clients portfolio and financial needs, plus adherence to strict regulatory standards, dictate the time needed to complete the sales cycle. The actual cycle can take anything from one to three, or four meetings which mean the cycle can be anything from days to months!

### SALES SUPPORT

#### Describe your company's ongoing sales training methods?

Liberty has always been respected for the ongoing training offered to our financial advisors. The financial, legislative, technology and product landscape is forever changing and it is important we constantly support our financial advisors

to be fully informed so that they can provide ongoing professional and qualified advice to our valued clients. We run a very effective in-house Training Academy, which starts with the technical basics, building up to very specialised technical training, as well as developing interpersonal skills. We also have a mentor program running for a number of agents which is run by our MD.

#### Describe your company's sales culture?

Every financial adviser is in the business for himself, but not by himself. Over the years Liberty has created a very distinctive high performance culture that is supported by a national strong team (branch) network that provides a sense of belonging to every financial advisor.

#### Describe the sales management style and culture?

Liberty management support is aligned to the different career stages a financial advisor will progress through in his/her career. At first management is very directive in ensuring the new financial advisor masters the basics. Later on management become business consultants and coaches to ensure every financial advisor get the most out of their practice.

### JOINING OUR ORGANISATION

#### What can newly-recruited junior salespeople in your organisation expect as remuneration?

Liberty provides every recruit an opportunity to start building a practice and in some instances we provide the following assistance: a practice building subsidy to support the practice in the first four years, commission, and medical aid. Later other benefits can become available dependent on the success in building a practice.

#### What are the minimum requirements for a new sales candidate wanting to apply for a vacancy?

Liberty has different packages for graduates and experienced applicants, but a degree is a definite advantage. Every candidate that applies is taken through an extensive selection process to ensure the person is best positioned to succeed. Liberty recently conducted a significant validation study in the industry to understand what exactly makes new financial advisors successful and this helps us selecting the best applicants to join us. Without doubt attitude is a key attribute to potential success.

#### What is the potential career path for top sales performers in your business?

We encourage financial advisors to grow as professionals and eventually achieve the status that is reflective of their success. For the right individual we also provide the opportunity to enter into management. At a practice development level, Liberty supports all new financial advisors to grow their practice with the goal of being appointed as a senior partner in a practice comprising other successful financial advisors.



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Own your life



TIM MORGAN MANAGING DIRECTOR: RETAIL SALES SA

#### What is the best piece of advice you would give to a new salesperson joining your organisation?

Stick to the KISS Principle: Keep it Simple! Stick the basics. Be patient and keep doing the right things. We will use our years of experience to partner with you to attain success as your build your practice.

#### What sort of sales incentives are in place for your sales team?

Everyone likes recognition and this is true for every one of our valued financial advisors. The Conflict of Interest legislation has impacted on the nature of recognition; however, the support the financial advisors receive from their colleagues, the management team, as well as the Liberty executives is significant. It is often the small and personal touches that add significantly to the ethos of celebrating success, and having fun, enjoyed by so many of our financial advisors. Plus we have a number of locally and nationally run initiatives in place which keep our advisors motivated and engaged. These can be anything from vouchers at a local food take away franchise an overseas holiday.

#### Who is the primary contact at your organisation for a salesperson wishing to apply for a position?

All applications can be sent to:

Abeda Rabaney: 073 637 9690

Belinda Henning: 083 417 2180

Marinda Germishuizen: 083 375 4671

*\*Please note that all information relates to Liberty agents?*