# Weekly Team Training - January 20

## Recap of last week's sales training @ 4:31

Andrew recaps the key points from the previous week's sales training session led by Troy, noting that the call went long and some participants may have additional questions or feedback. He invites the group to share any outstanding questions or insights from the training.

## Associations as a sales channel @ 5:38

John raises a question about leveraging associations to reach potential customers, and Andrew explains how to approach associations similarly to chambers of commerce - positioning the program as a member benefit that can help grow the association's membership and sponsorships.

## Dealership sales team structure @ 8:14

Mary asks about the typical sales team structure at dealerships, and Andrew clarifies that while some may have 1099 contractors, the focus is on reaching W2 employees who are often on a draw-based compensation model.

## Upcoming product enhancements @ 18:23

Andrew shares details on a new "premium" product offering coming from Capstone in the next 2-3 weeks. Key updates include a revamped mobile app, expanded prescription drug coverage, and the program running on the same indemnity chassis as the Plus plan.

## Political landscape and program alignment @ 25:45

Al discusses how the new presidential administration may impact the company's programs, suggesting they align well with the administration's focus on preventative healthcare and employee wellness.

## Booking meetings and training support @ 32:19

Al and Andrew walk the group through the process of booking meetings using Calendly, and offer to provide private training sessions for individual teams to help them get up to speed on the tools and processes.

## Recap and next steps @ 43:53

Al wraps up the meeting, encouraging the team to continue prospecting and reaching out to business owners. He reminds them to provide advance notice when passing along leads so the home office can assist with booking meetings.

# Action Items

- **Update Tax Saver w/ new Calendly links for business owner calls** - WATCH (5 secs)
- **Upload meeting recording + summary to Tax Saver videos tab** - WATCH (5 secs)