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## PANEL DISCUSSION: LEADING THE WAY WITH WELLNESS

**Facilitated by Craig Deats** – Global Sales and Distribution Executive at Vitality Global

As part of this panel discussion, Howard Sharfman, CEO of FinFit Life, shared the concept of recruiting wellness professionals to share their expertise with ease.

“One of the most powerful tools we have is utilising engaged brokers who understand the value of Vitality and can effectively communicate its benefits to clients,” he said. “This superpower, combined with strategic recruitment, engagement of agents, and lifestyle training, can make a significant impact.”

Sharfman believes that it is essential to address the concerns of clients who may be hesitant or fearful about sharing their data and said, “The emphasis is on how this data can help them and provide them with the benefits they can gain the most from.”

### Using wellness as a springboard

According to Greg Levine from Vitality UK, wellness is a key differentiator in today’s market. “While having a brilliant product is important to get your foot in the door, adding value to your offering can make it even stronger. However, in the digital age, it’s important to stay relevant and avoid becoming redundant. This means that advisers must engage in more interesting and engaging conversations with their clients,” he said.

Levine pointed out that the markets that Vitality operates in are at different levels of maturity, and it takes time to iron out the challenges in each one. “To ensure that the message is communicated effectively, it’s important to work with networks and compliance teams while respecting the programme’s principles.”

### Strategic success

Karl Hewstone, Sales and Adviser Development Director at Vitality UK, admits that initially they made a mistake by getting too excited about the product and not being strategic with the information. “We had to step back and equip sales team to tell their own story, rather than fixating on the product,” he said. “This involved engineering the process and asking brokers what was most important to them.”

Hewstone noted that advisers are competitive and recommends using prompts and creating a sense of FOMO among advisers to motivate them.

Michael Franks, Franchise Director at Discovery Limited, said his team employed analytics to understand the market and identify advisers who would be well-suited to grow Vitality. “By utilising big data and educating potential advisers, we can achieve incredible results with the right person,” he said. “Vitality has allowed us to differentiate ourselves from other advisers and offer a powerful product to our clients.”

Global Sales and Distribution Executive at Vitality Global, Craig Deats, added that establishing a solid foundation for growth and success in the market involves understanding the value of your product and being equipped to effectively communicate it to wholesalers, advisers, and intermediaries.

### Trust cements strategy

Turning to the topic of trust, Andrew Sykes, Professor of Entrepreneurship and Innovation at Kellogg School of Management, observed that one of the biggest challenges facing advisers is building trust with their clients.

“While most advisers believe they are trustworthy, trust is subjective and there is a gap between being good and being extraordinary,” he said. “To bridge this gap, advisers must understand the power of trust, and strive to be exceptional in their interactions with clients.”