

STEP INTO THE



Behavioural experience in partnership
with BreadCrumbs Linguistics





**Did the Vitality Sales Trail lead you
to new insights at the Vitality
Distribution Network Summit?**

Let's visit each checkpoint
and explore them.



REPORT ROUTE

> **Outpace your competitors**

> **Take sales in your stride**

> **Checkpoints to success**

Time

Trust

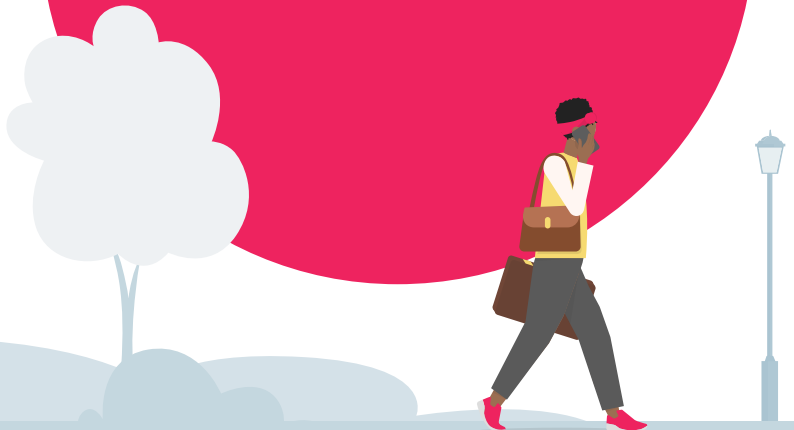
Value

Cost

Perks

> **The finish line**

> **Go the extra mile**



Outpace your competitors

Now in 41 markets impacting over 42 million lives, Vitality is the world's largest **behavioural change programme** with a mission to build a better world thanks to smart tech + actuarial science + behavioural insights.

With decades of data, the Vitality programme is designed to inspire members to adopt habits to live **longer, healthier, wealthier, safer and more rewarding** lives.

Why is this important?


Research shows that it's in a member's best interests to join and engage with the Vitality programme across the pillars of healthy eating, physical activity, mental health, health screenings, safer driving and financial management.

We've seen that our most engaged members:

- ✓ Live up to 20 years longer in better health
- ✓ Exercise up to 4 extra days a month
- ✓ Have 46% lower healthcare costs
- ✓ Show a 39% lower mortality risk
- ✓ Are 11% less likely to be diagnosed with depression
- ✓ Improve driving by as much as 17% over 5 months
- ✓ Are 96% less likely to be in debt or arrears
- ✓ Have bank deposits more than 7 times the average

Creating value with Vitality

Vitality's Shared-value Insurance Model benefits our members, partners like you and broader society, offering greater financial returns and savings on top of positive social impact.



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When our brains are busy and overwhelmed, we tend to look for mental shortcuts and rely on deeply ingrained cognitive biases when making decisions: people to trust, patterns to follow, paths of least resistance.

Understanding human behaviour and incorporating behavioural insights into your sales strategies can help give you a competitive edge.

This is the gentle power of choice architecture.

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Take sales in your stride

Hello and welcome.

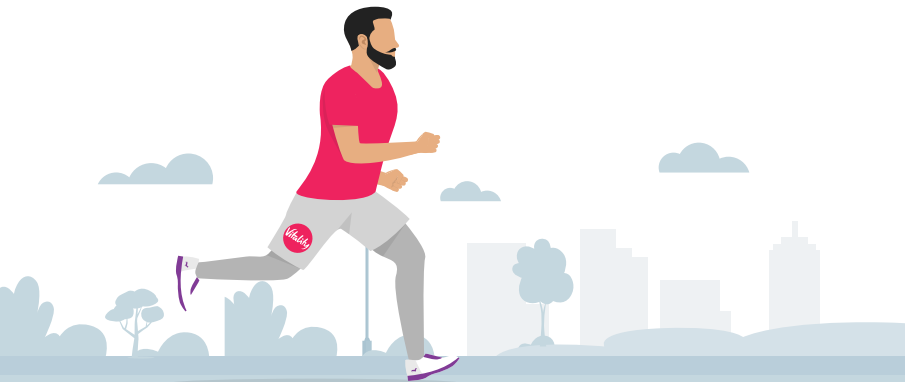
An important insight for us to recognise in our world of insurance is that we tend to view our futures with perhaps a little too much optimism.

Simply put: we think we're better, healthier, safer, more financially responsible than we actually are.

This comes down to two key behavioural biases called **overconfidence bias** and **optimism bias** where we often overestimate our abilities and underestimate the likelihood of negative events happening to us.

**This is why smokers smoke despite the health risks.
Or why some people use their phones while driving.
Or why others choose the couch over cardio.
Or don't save as much for those retirement years.
And don't take out the right insurance cover.**

At the core of these decisions is the power of behavioural science. Understanding – on a human level – what makes us act in certain ways (or in fact; not act at all) is based on both motivations and objections.



So, with this in mind, think about some common questions that your clients may ask when buying insurance from you:

Will this take up a lot of my time?

Is this affordable?

Why should I trust you?

... and many other potential friction points that can derail a successful sale if not addressed in ways that resonate and are relevant.

To help with this, **we've mapped the top 5 sales objections and offer research-backed ways to overcome these** – with actionable Vitality tips to try out yourself.

In this way, we hope to enhance the sales experience for both you and your clients.

Enjoy this journey with us,

A stylized, handwritten signature in black ink that reads "Craig". The signature is written in a cursive, flowing style with a horizontal line underneath the name.

Craig Deats

Global Sales and Distribution Executive

Vitality Global



Checkpoints to success

You're now at the start of the **Vitality Sales Trail** and can expect to move through 5 checkpoints before crossing the finish line.

Each of these demonstrate a common friction point in the insurance sales journey – with **research-backed tips** to offset this for future sales success.

CHECKPOINT 1:

“How long will this take me?”



As you start this trail, you're likely wondering how much time you will need to invest. In today's modern world, **time is our most precious asset**, and when you communicate with clients to either sell or upsell an insurance product or service, time is top of mind for them.

Our role is to **make the sales process as simple and clear as possible** when it comes to all our sales material, paperwork and onboarding processes. Doing this heavy lifting helps to lighten the time and effort burden for your clients. This frees up cognitive load so that they can use their energy on the decisions that count.

What the research shows

Studies have found that giving clients a head start in a process (so they feel they're already well on their way) and displaying a clear sequence of steps with visual progress cues increases the motivation and likelihood to complete a task. This is called the **Endowed Progress Effect**.



In action

Make the timing tangible (*'This will only take 5 minutes'*) and show where clients are in the sales process to manage expectations (*'You're already Step 1 of 5'*). Highlighting that it's a *'quick and easy chat'* at a convenient time for them is also helpful.

What the research shows

People are more likely to read, understand and respond to shorter messages. In a randomised experiment asking people to complete a survey, the shorter request with fewer words was far more effective (with an 80% increase in response rate!). This **less is more principle** combined with simple language and skimmable content helps to drive engagement.

In action

Prevent clients from "early quitting" where they decide it is too much to deal with at that moment. Too much information, too many requested actions or even too much content to read are all reasons clients abandon the process and move on.



CHECKPOINT 2:

“Why should I choose you?”



Trust has become its own sales currency and every interaction with your clients is an opportunity to build up trust reserves and strengthen your credibility. Trusted relationships mean better sales and loyalty as well as more opportunities for upsells and referrals.

Can your clients trust your knowledge? Do they believe that you're genuinely invested in the best outcomes for them? Can they rely on your brand to follow through? **Sales is not about transactions; it's about trust – in you, the product and the brand –** and the ways in which you communicate can boost authenticity and make you more likeable and trustworthy.

What the research shows

Research shows that social norms encourage positive behavioural change. For example, with energy conservation, when people were aware that their neighbours were consuming less energy, they reduced their own energy consumption by about 2%. This is called **Social Proofing** and is our natural human tendency to conform to what others are doing.



In action

Leverage the Vitality brand and your experience as the 'voice of the expert' with case studies and client testimonials to showcase the popularity of your product. Use language such as *"others"*, *"people like you"*, *"everyone else"* and *"the majority"* to boost uptake.

What the research shows

Studies on number presentation looked at how using precise numbers when offering facts is far more effective than rounding those numbers. Consider the example: "\$19.87" compared to "\$20". These numbers are nearly the same, but findings show most people believe the first more. The **precise number principle** makes us see this data as unmanipulated and accurate, making it more credible.

In action

Vitality is rich in health habit data – from the number of fitness devices linked to the platform to the number of tracked steps, workouts, parkruns and healthy food baskets purchased. Reach out to us for globally relevant data to use in your sales and marketing material.



Keep
going

– you're nearly there

CHECKPOINT 3:

“Is this worth it for me?”



It can sometimes be tricky to convey the importance, worth or usefulness of insurance. This is where personalisation and highlighting value comes in. These are effective ways to attract attention, since **personal relevance is one of the strategies we rely on to filter information.**

Personalised messages make it easier for your client to imagine the costs or benefits of a particular action – and **‘what this means for me’**. This is not a new concept, but improved data analytics have helped to make personalisation easier and more sophisticated.

What the research shows

Using someone’s name is a simple strategy to show connection and **personalisation**. Our own name is hugely important to us, and our attention is drawn to this quickly and effortlessly when we see it. A randomised field experiment found that adding the recipient’s name to an email subject line increased the open rate by 20%, led to a 31% rise in sales leads and reduced unsubscribe rates by 17%.



In action

Right from the start, include as much personalised information as possible in your client interactions. Bring their name, lifestyle, unique needs, budget and family structure into your conversations and link these to specific Vitality benefits that align to their lives. Vitality Reward Statements and 'year in review' summaries with client-specific information can help with loyalty and retention.

What the research shows

The way information is framed (either focusing on the loss or the gain) can strongly influence your clients' decisions. A study in the financial sector found that when people are presented with **loss-framed messages** ("You'll lose out on benefits if you wait"), they are more likely to claim sooner. When people are presented with **gain-framed messages** ("You can get more money if you wait"), they are more likely to delay claiming their benefits and wait for a larger payout.

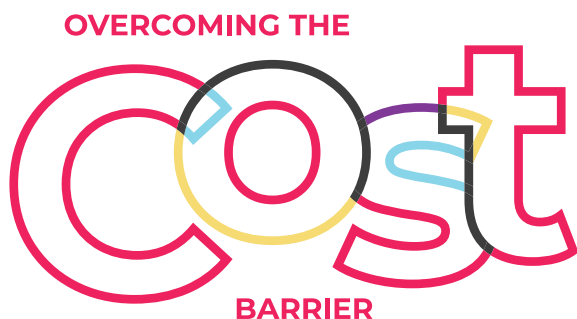
In action

Framing works differently depending on your message, audience and context. This is not to say that either gain or loss framing is better than the other. Examples include "Get active to add healthier years to your life" (gain frame) and the incentive repayment for the Apple Watch benefit where you get the device upfront but pay back instalments if you don't achieve activity goals (loss frame).



CHECKPOINT 4:

“Is this affordable for me?”



Most sales decisions come down to costs. **The pricing conversation is crucial and necessary to any sales process** as a natural step in your client's buying journey. Insurance – traditionally seen as a premium purchase – is no different. There is often a push-pull between clients who view insurance solutions as out of their budget and sales advisers who are confident that the product is worth the investment.

To overcome this barrier, **consider how the cost is positioned**. Once you've addressed the problem you're helping to solve, you can then offer your solution and deliver the pricing.

What the research shows

Our purchasing decisions are often influenced by reference points known as **anchoring**. The idea here is that we base decisions on the first piece of information we get. The anchor price serves as a psychological standard that we compare all other prices to. Added to this is **centre-stage effect** where the central position of a price has an impact. People tend to associate central positions as more popular and so are more likely to choose them.



In action

When presented with options, especially in ambiguous situations, clients often go for a 'not too hot; not too cold' approach. This magic of the middle is a powerful way to condense and present the products and plans you recommend most for your clients, knowing that they are likely to go with the middle one.

What the research shows

The visual placement of a price matters. This links to our associations of '**down-as-less**' and '**up-as-more**'. Research shows that the vertical positioning of price information affects purchasing behaviour. Prices displayed in lower positions (for example, below a product or plan image) are perceived as lower and are more likely to be purchased.

In action

Where you have online quote tools or sales material that present options, consider visual placement. Prices below each option may help to boost sales uptake – but, as with anything behavioural, we recommend running A/B tests (which can be facilitated by the Vitality Global marketing team) to see what works best.



CHECKPOINT 5:

“Do I get a reward?”

OVERCOMING THE Perks BARRIER

Offering incentives to clients is key to increasing engagement and influencing their decisions to buy. Whether extrinsic (a tangible and visible reward) or intrinsic (recognition and praise), these tools have the ability to **nudge client behaviour and boost brand loyalty**. This is necessary for anyone hoping to increase sales and strengthen their relationships with clients.

From activity leaderboards to weekly shopping vouchers and rewards, **everyone is looking for immediate gratification to keep them interested and invested**. Vitality understands the link between incentives and behaviour – and has built in relevant rewards to help encourage engagement.

What the research shows

Rewards encourage action. A meta-analysis showed this, looking specifically at how financial incentives using behavioural economics principles can influence health behaviour change. Here, randomised controlled trials demonstrated that participants who were offered a financial **extrinsic incentive** were nearly 4 times more likely to achieve health behaviour changes compared to those without.



In action

Up-weight rewards, cash backs, discounts and gym and travel savings once your clients join the Vitality community. Rewards are built into the Vitality programme with a focus on regular rewards to encourage long-term engagement, so using case studies of existing clients to show the rewards value, for example *"This family like yours saved \$1 560"*, is powerful.

What the research shows

How we feel about our own reputation also acts as an incentive. We want to feel good about ourselves, and look good in front of others. These intrinsic incentives or motivators help make referral programmes effective, especially when the reward involves helping others. Studies show that a big part of **intrinsic incentives** in referral situations is reputational – the recognition you get from a friend for sending a benefit their way.

In action

Praise that is not given too often and that is genuine encourages us to act in healthy ways. Examples of where this can be used in a Vitality setting includes recognition mailers from you as the adviser or from the insurer and communication touchpoints celebrating milestone moments, goal streaks and congratulatory messaging about social good initiatives.



The finish line

**Well done,
high five,
congratulations
– you're a sales trailblazer.**

You've reached the end of the **Vitality Sales Trail**.
5 minutes. 5 checkpoints. 5 sales tips.

Build and maintain client loyalty

By testing out the strategies shown in this report, you can enhance your sales efforts, foster stronger relationships with your clients and drive long-term loyalty.

Remember, **the journey to client loyalty doesn't end with a single transaction**. Instead, it's an ongoing process that requires consistent effort and attention across communication practices, processes and platforms.

NEW: the Vitality Distribution Hub

As one of our network partners, you have early access to our **exclusive hub** that connects you with fellow Vitality distributors, advisers and sales executives from around the world.

With **decades of data insights**, the Vitality tools and resources housed in this hub are here to enhance your sales, marketing and distribution efforts.



THE EXTRA MILE

Explore and download some sample communications to help you build and grow your market.

Ready to take it to the next level?

Email us to book a session to take your team through our virtual Vitality Sales Trail, with personalised examples applied to your own market.

References

Outpace your competitors

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20 **VDN**
25 **Summit**

