SecondNature

Transforming Insurance Sales Training
With Conversational AI

46%
more deals
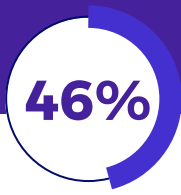
45%
more sales proficiency

30%
decrease in onboarding time

28%
more bottom line sales

Complex products like insurance are challenging to master, and combined with high agent turnover rates can mean delays in reaching your revenue targets. **Second Nature's AI-powered training platform** lets agents practice real sales conversations and receive instant feedback, resulting in increased fluency and confidence, better listening skills, improved sales proficiency, and a better bottom-line.

Boost engagement with gamification
Raise interest among your agents with gamified sales training experiences and leaderboards that kindle friendly competition. Timely, consistent feedback encourages agents to "play" again and beat their previous score.

Onboard quicker
Interactive AI role plays enable active learning which helps users absorb and remember complex compliance and other material more efficiently, so you can scale up your sales workforce at speed, even when working remotely.

Raise completion rates
Keep agents aligned with the latest changes in policies, schemes and benefits. Sessions are accessible 24/7 in a private, judgment-free training space, so agents can practice when it's convenient for them and feel safe to make mistakes.

Push training in the flow of work
Second Nature works with tools like Salesforce and your Learning Management System to suggest a relevant training session just before a tough sales call, so agents are armed with the tactics and information they need to succeed.

Teach agents to differentiate your value
Customized practice with Second Nature prepares agents to build rapport and confidently deliver your value proposition to differentiate your company from the competition and go beyond the information customers can find online.

Empower managers to improve sales coaching
Managers can minimize listening to call recordings, and provide more accurate, deeper sales coaching, focusing on the agents who need the most support.

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