



Press Release
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VITALITYLIFE LAUNCH BUSINESS CONSULTANT TALENT ACADEMY

VitalityLife has signalled its commitment to financial advisers by launching a Business Consultant Talent Academy. The unique initiative will increase the number of trained Business Consultants and therefore the amount of face-to-face business support available for advisers from 2015.

VitalityLife already offers an existing network of almost 200 Business Consultants across the UK that support an average of 68 advisers each compared to an industry average of over 1,100 advisers per Business Consultant. The new Academy will boost this level further.

In January the first group of eight new starters began their training. They were put on an extensive training and rotation scheme to become experts in protection and Vitality's business, before eventually graduating in August to a face-to-face role helping advisers to grow their business. A second intake of graduates took place in May, with a further eight graduates attending a new Talent Academy in September.

Mark Dennison, Principal at LightBlue UK, said: "It is important for insurers to provide a face-to-face service for advisers because it improves the customer's buying process. We tend to use providers more often if they have a presence in our office because if you build a relationship with somebody and they provide a good service it helps to improve the customer journey for what can be quite a long process. I still believe that many people do business with people, rather than companies, and this is particularly true for financial advisers."

Justin Taurog, Managing Director Sales and Distribution at VitalityLife said: 'A highly skilled and knowledgeable distribution team will help us stay one-step ahead of the competition and meet the demands of an ever-changing marketplace. The sales teams' learning and development requirements are an absolute priority for VitalityLife and we continually strengthen our Academy to help the team maximise their opportunities for success.'

“Our Academy offering includes face-to-face workshops, 1-2-1 coaching, webinars, online learning, information sharing, sign-posting to great resources and access to our experts. It brings together people with diverse skills, complementary expertise and different perspectives. Our aim is to develop confidence and knowledge among our new Business Consultants.”

The Business Consultant Talent Academy is separate from the Vitality Academy, which helps health insurance advisers to gain accreditation.

For more information, please visit vitalitylife.co.uk

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Vitality – changing health and life insurance for good

Vitality, the health and life insurance business that helps people understand how they can improve their own personal health. Vitality makes it cheaper and easier for its members to get healthy and gives them rewards to keep them motivated, through a range of discounts and incentives.

Vitality has partnered with a number of Vitality Ambassadors, Jessica Ennis-Hill, Sebastian Coe and Jonny Wilkinson, role models who embody the values of Vitality. They are all using their passion for living a healthy lifestyle to motivate others to make positive changes. Taking small steps today can dramatically improve wellbeing over the long-term, regardless of your current state of health.

VitalityLife is one of the fastest growing life insurers in the UK. It is unique to the current UK protection market and its suite of products includes Life Cover, Income Protection Cover and severity based Serious Illness Cover, additional benefits and Business Protection. By recognising people's efforts to look after themselves, VitalityLife is able to offer a more comprehensive set of benefits than traditional providers at a very competitive price vitalitylife.co.uk