

## FUSION POINTS™

### Recommended Aflac MKD Rollout

*“The single most important issue that will impact your success with Aflac is how your sales team and your customers answer one simple question...  
When it comes to my relationship with Aflac - will I persist, or will I quit?”*

*Jeff C. West*

*Keynote Address - Aflac Southwest Territory Hub Meeting*

*“Fusion Points™ are those unifying moments when logic and positive emotion merge and ignite, creating commitment, energy, and acceleration.”*

*Jeff C. West*

Fusion Points™ equips companies to meet growth objectives by increasing the retention of sales team, employees and customers.

### **THE SCIENCE:**

In his book, *The Descartes Error*, Dr. Antonio Damasio, Professor of Neuroscience at USC and adjunct professor at the Salk Institute, detailed the results of his extensive study of how different parts of the brain function during the decision making process.

The study group of patients had received brain injuries that resulted in a disconnection between the parts of the brain where logic and emotion are generated. The pathways of communication that connect these two areas had been disrupted to the point that the normal communication that happens between the logical and emotional parts of the brain was minimized or completely eliminated.

The result: ***even basic decision making ability was diminished or eliminated.***

Findings:

- \* ALL decisions are made with a combination of logic and emotion.
- \* Emotions play a central role in our decision making process.
- \* **Positive** and **negative** emotions affect the decision making process in completely different ways.

## **THE SCIENCE APPLIED TO THE BUSINESS MODEL**

Fusion Points™ takes the findings of Dr. Damasio and applies them to the world of sales, sales leadership, and customer service.

Fusion Points™ teaches organizations how the balance of positive and negative emotions, combined with the logic of a sound business plan will impact the decision making process of a sales person, sales leader, employee or customer.

Fusion Points™ equips teams how to influence that emotional balance, and thus influence the decision making process.

Fusion Points™ equips teams to retain more sales people, sales leaders and customers.

## **PRACTICAL APPLICATION FOR RESULTS**

### **AFLAC EXPOSURE AND LEADERSHIP TEAM ROLLOUT**

\* Keynote Addresses with the market sales leadership teams, giving a high-level view of the science, the application, and gaining their buy-in that they can influence the decisions of their sales people and payroll accounts.

\* One day workshops, equipping our teams to properly execute the steps that create Fusion Points™ and avoid collision points with their sales team and their customers.

## EXPOSURE AND ASSOCIATE ROLLOUT

\* Keynote Addresses in markets with associates and spouses in attendance, giving a high-level view of the science and applying the concept in terms of creating their most important Fusion Point in their Aflac career - finding their personal “why”. The main goal is to permanently fuse their personal/family success with Aflac and their Aflac career.

\* Half day workshop with associates, equipping them to create their own Fusion Points™ thus increasing their personal persistence. Also teaching them how to do the same with their payroll accounts.

## **(OPTIONAL) ADDITIONAL ENGAGEMENT AND REINFORCEMENT**

### ASSOCIATES

\* Produce a series of weekly videos of 2 minutes or less that will be sent directly to the associates smart device. These videos must be entertaining and reinforce one or two ways to create Fusion Points™ with the associates or payroll accounts.

\* Produce a series of emails that will auto-generate over the course of the associates first year. These emails of 300 words or less will give a “deeper dive” into various Fusion Points™ topics.

\* Social media engagement on Facebook, Twitter and Instagram - all geared to creating Fusion Points™.

### SALES LEADERSHIP TEAMS

\* Similar to the associate engagement, except would be subject matter more appropriate to the sales leadership team.

**CURRENT DISCOUNTED AFLAC KEYNOTE AND KEYNOTE/WORKSHOP COMBINATION  
SPEAKING FEES ARE AS FOLLOWS:**

KEYNOTE ADDRESS: \$5,000

HALF DAY WORKSHOP: \$5,000

FULL DAY WORKSHOP: \$7,500

TRANSPORTATION: FLAT RATE TRAVEL OF \$1,000 PER EVENT LOCATION

OPTIONAL ADDITIONAL ENGAGEMENT AND REINFORCEMENT FEE CUSTOMIZED  
BASED ON CLIENT'S NEEDS

**SPECIAL AFLAC PRICING**

KEYNOTE ADDRESS AND HALF DAY WORKSHOP - \$6,000\*

\* SPECIAL PRICING APPLIES FOR COMBINATION EVENTS THAT OCCUR ON A SINGLE  
EVENT DATE OR ON CONSECUTIVE EVENT DATES. BOOKS AND MATERIALS FOR  
WORKSHOPS WILL BE PROVIDED FOR AN ADDITIONAL FEE PER PARTICIPANT.