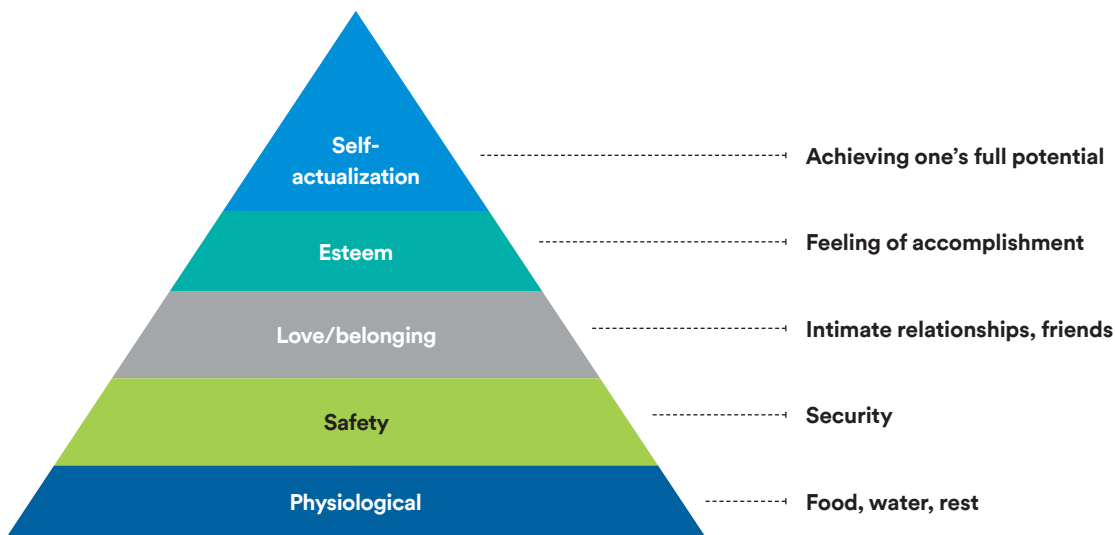


MetTalks...

Psychology of Sales

Did you know?

There are many different psychological models which can help us deeply understand how people think and feel. These can help better identify customer needs and better protect them for the future. One of the most popular models is **Maslow's Hierarchy of needs**:



This week's podcast will cover:

1. Pack mentality, optimism bias, Maslow's Hierarchy of Needs, and how psychological models can help you understand human behaviour.
2. The importance of making customers feel safe, and how to further your understanding in this area.
- 3 How using MetLife's claims case study book or video examples can help customers understand the true value of protection.

Contact us

For more on MultiProtect please visit
[metlife.co.uk/multiprotect](https://www.metlife.co.uk/multiprotect) T: 0800 917 0100