goose
YOUR ULTIMATE WINGMAN

Join Goose to grow your benefits revenue

Goose is the leading business education platform and peer community empowering employee benefits professionals to grow revenue and increase value.

At first glance

Built for benefits professionals by benefits professionals. We get you, and we're here to help you grow your whole business or your book of business.

Goose is the ultimate wingman for single producers looking to grow a sustainable book of business, small to medium agencies aiming to elevate their team, or larger organizations seeking cohesion. Goose provides resources for your whole team, allowing you to create a comprehensive growth strategy.

Goose equips you to elevate your business with:
- online sales training and prospecting courses
- marketing guidance
- ready-to-use content
- service and leadership tools
- a vast resource library

Our community of growth-minded professionals provides an invaluable support network, offering insights, advice, and encouragement. By joining Goose, you're gaining access to a wealth of knowledge and resources and becoming part of a community dedicated to mutual growth and success.

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Engagements & Key

BASE

✦ **This symbol indicates access**

Individual access. Annual membership with monthly or annual billing.

PRO

✦ **This symbol indicates access**

↑ **This symbol indicates buy up option**

Producer + support access. Annual membership with monthly billing.

ENTERPRISE

✦ **This symbol indicates access**

Team access. Annual membership with monthly billing.

Q4i Growth Platform

Content and collaboration for Pillar topics

All businesses need to effectively execute in the four key areas we call Pillars: Marketing, Sales, Service, and Leadership. We dive deeper into each one by breaking them down into four Impact Areas that describe success in more detail.

Pillar areas have access to*:

Online training | Downloadable resources | Ask-a-coach | Peer discussion groups | 30/30 networking sessions

*Pillar access depends on membership

Marketing

Leverage the power of marketing to communicate effectively with your target audience and earn sales traction and momentum. Learn how to increase your marketing effectiveness through content and resources in the key areas of:

- Defining your plan
- Crafting your message
- Sharing your message
- Leveraging technology

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Base ✦ Pro ✦ Buy up ↑ Enterprise ✦

Sales ✦✦✦

Use prospecting and selling to improve your approach and offering to prospects. Learn how to increase your prospecting and sales effectiveness through content and resources in the key areas of:

- Sales process
- Solution optimization
- Healthy pipeline
- Effective prospecting
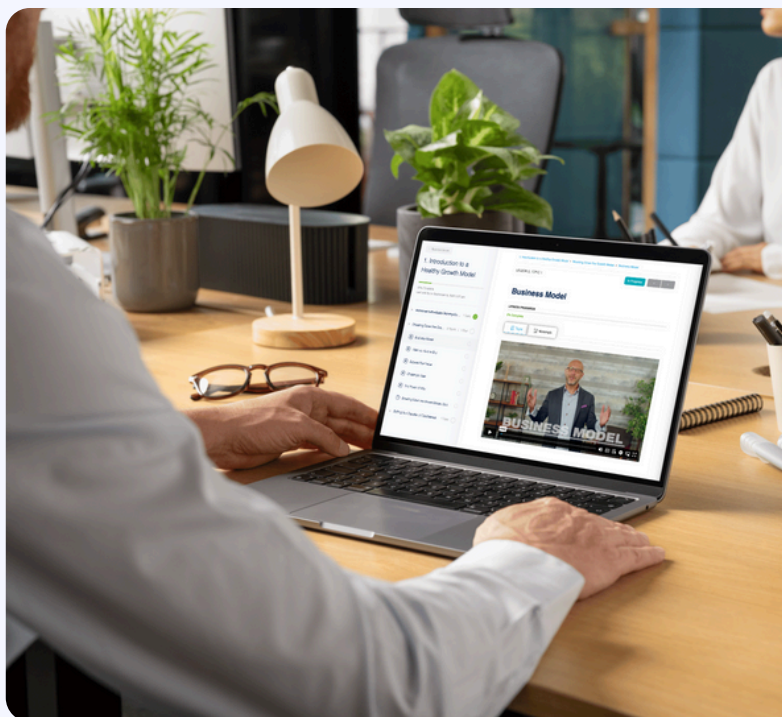
MORE System ✦✦✦

Learn how to have more engaging, effective conversations with your buyers using the MORE System. Create a sales approach that is so enticing to buyers that they'd be willing to pay to go through the process. We'll walk you through each step, provide examples of successful sales strategies and tactics, and provide all you need for more confidence, revenue, and sales.

- **Course 01:** Introduction to a Healthy Growth Model
- **Course 02:** The MORE System
- **Course 03:** Making Solutions Work for You in the Sales Process
- **Course 04:** Building a Book of Business for Long-term Growth
- **Course 05:** How to Fill Your Pipeline with Quality Prospects

DOWNLOAD THE MORE SYSTEM CURRICULUM GUIDE 🕹

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Base ✦ Pro ✦ Buy up ⬆ Enterprise ✦

Service ⬆ ✦

Envision and deliver your desired client experience, and create an environment where people want to come to work. Increase the impact of your client service efforts through planning, strategy, and intentional execution in the key areas of:

- Client experience
- Cohesive teams
- Resell strategy
- Processes and procedures

Leadership ⬆ ✦

Owning an agency and leading a team that supports the many decisions leaders must make takes learned knowledge and skills. Increase your leadership effectiveness through content and resources to address the key areas of:

- Vision
- Culture
- Multi-level planning
- Effective communication

Non-insurance Solutions

To have confident, effective sales conversations, you must have confidence in your resources. Goose provides a place to collaborate with peers as you research and source solutions and providers. Review the Vendor Directory and discuss implementation and utilization issues with the peer community.

Gain access to key solutions that enhance your non-insurance offerings:

Compliance ✦✦✦

Alerts and webinars regarding benefits-related compliance issues. Option to submit compliance questions to our compliance partner. ⬆

HR updates & education ✦✦✦

HR content and alerts. Option to access HR/compliance libraries and submit HR questions to our HR partner. ⬆

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Base ✦　Pro ✦　Buy up ⬆　Enterprise ✦

Coach & Peer Engagement

Ask-a-coach ↑✦✦

Submit questions to our team of coaches and specialists to receive personalized coaching and guidance for your business.

Areas of expertise include:
1. Marketing
2. Sales
3. Service
4. Leadership
5. Compliance
6. Human Resources

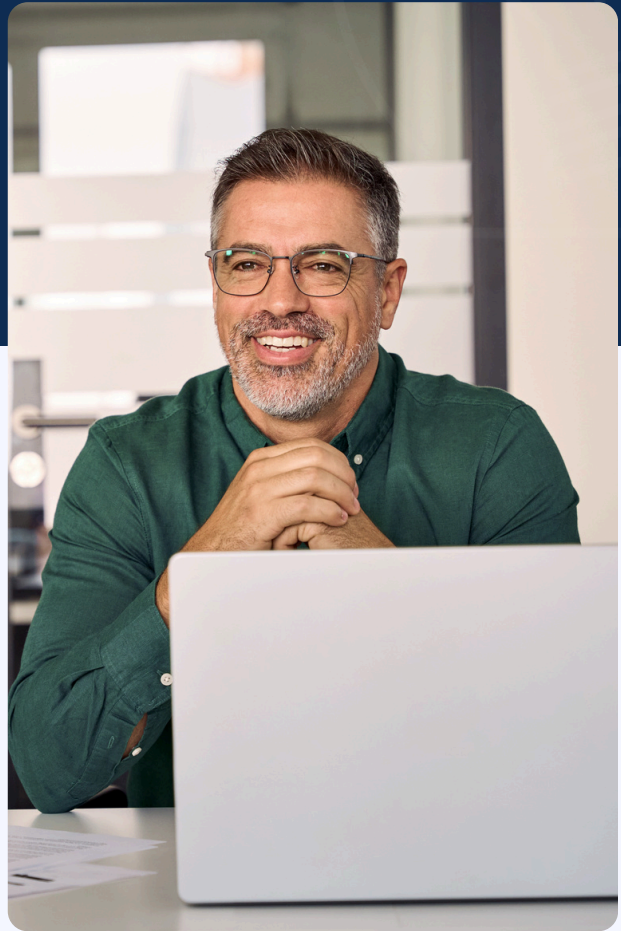## Peer Accountability and Roundtable (PAR) ✦✦

Peer discussion groups with other Goose members looking to accomplish similar growth goals. In monthly video calls and a dedicated online discussion group for sharing, you'll collaborate with your peer group, set measurable goals, discuss real challenges, hold yourselves accountable, and have a little friendly competition along the way.

Measurement Tools

Dashboard and Measurement Tools ✦✦✦

Our self-reflection analysis tools will help you identify and quantify your areas of strength and opportunities for improvement. Using your scores as a guide, jump into the training and resources on the Goose platform to address each area.

Agency Growth Index

Agency Growth Index

MARKETING		
Defined plan		
Messaging and content		
Sharing the message		
Leveraging technology		

SALES		
Sales process		
Solution optimization		
Healthy pipeline		
Effective prospecting		

SERVICE		
Client experience		
Cohesive teams		
Re-sell strategies		
Processes & procedures		

LEADERSHIP		
Vision		
Culture		
Multi-level planning		
Effective communication		

104 out of 160

YOUR AGI SCORE

Last updated: a month ago

Agency Growth Index ✦✦✦

An overall analysis of agency operations in the four Growth Platform Pillars of Marketing, Sales, Service, and Leadership. Each Pillar is broken down into four Impact Areas, resulting in a 16-point scorecard that reflects the agency's growth readiness.

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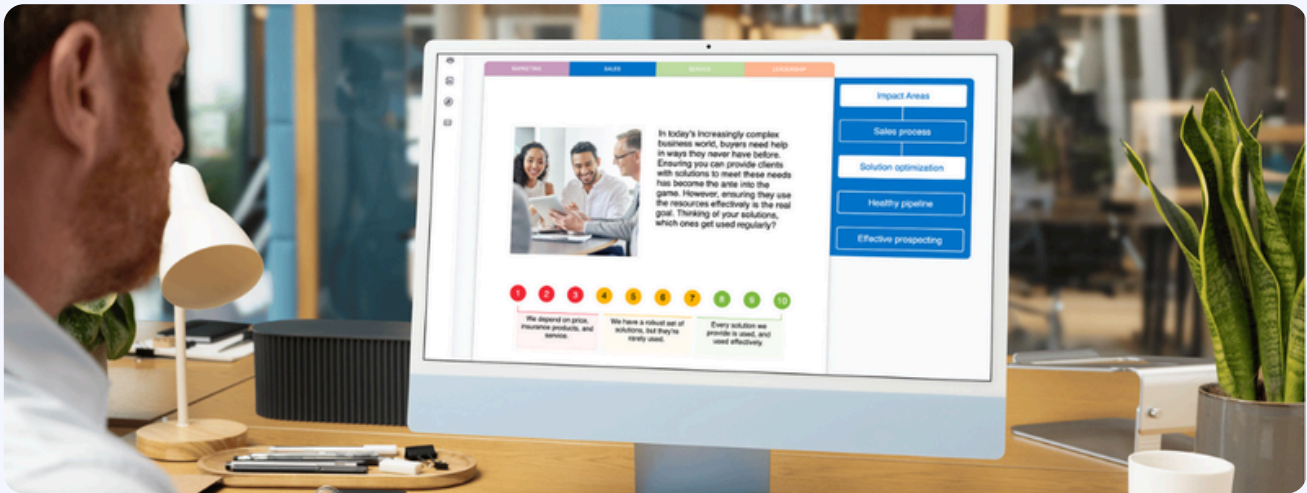
Marketing Index ✦✦✦

This analysis tool provides a more detailed look at your marketing readiness and proficiency. It breaks marketing down into four Pillars: Intent, Audience, Message, and Traction, and each Pillar is further broken down into four Impact Areas. The Marketing Index score includes a 16-point scorecard reflecting the agency's marketing strengths and weaknesses.

Sales Index ✦✦✦

This analysis gets significantly more granular about an agency's or producers's sales readiness and proficiency. This analysis tool breaks sales down into four Pillars: Pipeline, Engagement, Impact, and Discipline, and each Pillar is further broken down into four Impact Areas. The Sales Index score returns a 16-point scorecard reflecting how well the agency or producer is positioned to achieve sales success.

Healthy Pipeline Index ✦✦✦

This analysis allows an individual producer or a sales manager to measure, track, and bring focused improvement to the health of a prospect pipeline.

Marketing

DIY Marketing Content

Connect with your audience using our marketing content that speaks directly to the concerns and needs of your prospects and clients. Publish ready-to-share marketing content on your website, newsletters, and social media.

Quarterly Compliance Webinars ✦✦✦

Help your clients and prospects stay current with benefits compliance by sharing alerts and inviting them to Quarterly Compliance Webinars.

Quarterly Campaigns ⬆✦

Receive content for a marketing campaign about a benefits or HR topic every three months. The campaigns include various content formats, such as social cards, videos, infographics, and downloadable guides.
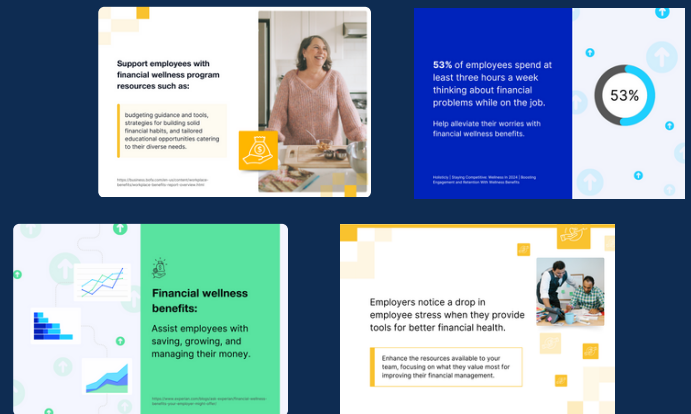
Examples from the Financial Wellness campaign

Weekly Roundup ⬆✦

Receive four weekly articles on HR, employee benefits, compliance, and business management topics to share with your audience on social media and in newsletters.

TAKE ME TO THE PRICING PAGE 🖱

goose ✎

Base ✦   Pro ✦   Buy up ⬆   Enterprise ✦