



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.

Engagements & Key

EXPAND

✦ This symbol indicates access

Individual access. Annual membership with monthly or annual billing.

ENGAGE

✦ This symbol indicates access

⬆ This symbol indicates buy up option

Producer + support access. Annual membership with monthly billing.

INTEGRATE

✦ This symbol indicates access

Team access. Annual membership with monthly billing.

Topical content

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

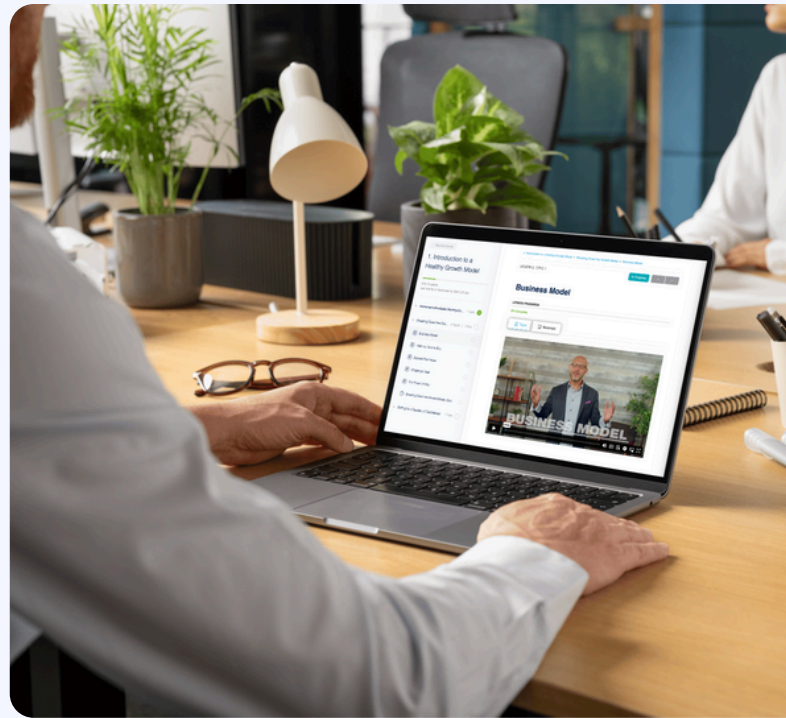
Leverage the power of marketing to communicate effectively with your target audience and earn sales traction and momentum. Learn how to increase your marketing effectiveness through content and resources in the key areas of:

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

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 ✨](#)

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. [↑](#)

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)

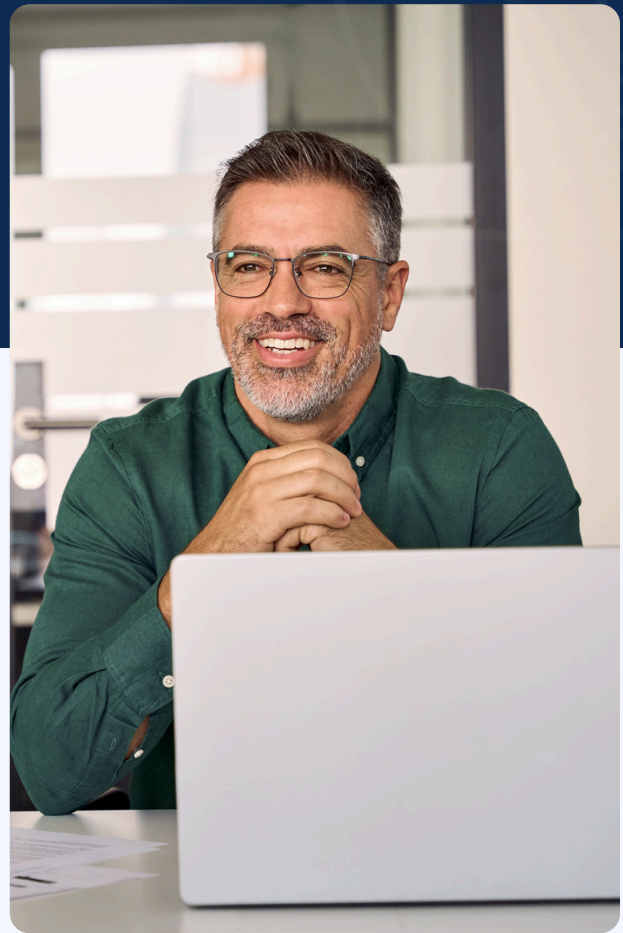
Peer discussion groups with other Goose members looking to accomplish similar growth goals. In monthly video calls and a dedicated online discussion group for sharing, you'll collaborate with your peer group, set measurable goals, discuss real challenges, hold yourselves accountable, and have a little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

Analytics

Measurement Tools

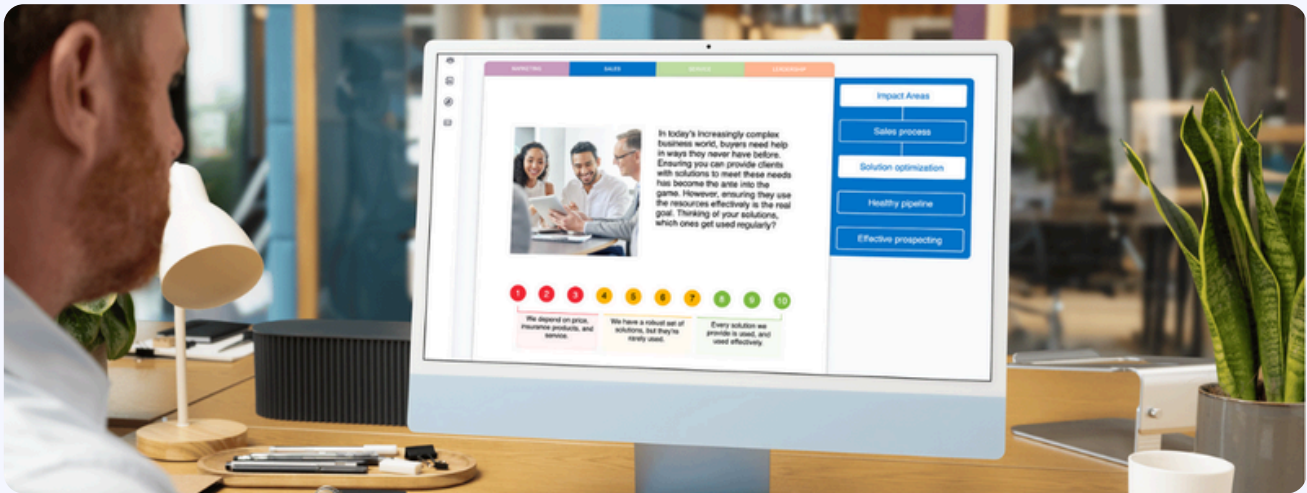
Dashboard and Measurement Tools ✨🌟🌟

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 ✨🌟🌟

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.



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

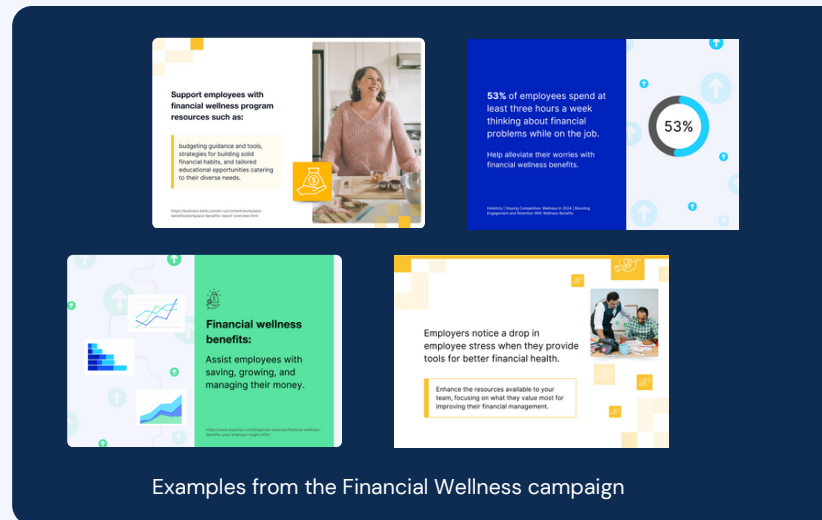
Connect with your audience using our marketing content that speaks directly to the concerns and needs of your prospects and clients. Publish ready-to-share marketing content on your website, newsletters, and social media.

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.



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](#) 