

Northwestern Mutual Financial Network



Northwestern Mutual Financial Network is a direct provider of insurance products, investment products and advisory services. The company currently represents over three million policy owners and clients with \$16 billion in annual revenues and \$103 billion in assets. A study on 587 companies, Fortune Magazine ranked Northwestern Mutual Financial Network number 1 in its industry 20 times.

John Lewis Hepworth is a financial representative with Northwestern Mutual Financial Network in Boise Idaho, USA. John Lewis Hepworth has been a financial representative since 1986. He and his team specialize in Personal Planning, Business Planning, Asset and Income Protection and Retirement Solutions. With over 426 insurance and investment companies serving Boise, Idaho and a population of 400,000, John Lewis Hepworth and his team have a lot of competitors selling long-term financial policies.

John Lewis Hepworth participated in *Persona's* Communicate and Win workshop, which included the then DOS version of *Persona's* Gameplan software that could be used after the workshop. During the workshop Mr. Hepworth received a feedback report on his communication style and also an action plan, Gameplan comparison report, on Mr. Hepworth and someone he wanted to communicate more effectively with.

John Lewis Hepworth is still using *Persona's* Gameplan software. He claims that the communication style report accurately described his communication style and that the Gameplan report enables him to accurately identify other people's communication styles. He and his Northwestern Mutual Financial Network support team have been profiled and use the Gameplan communication action plan suggestions when communicating with each other in the office. One of the support team representatives Shelly McDonald testified that the "Gameplan reports have improved communication effectiveness in the office".

Mr. Hepworth has found a very effective and unique way to incorporate *Persona's* Gameplan to increase his business profitability. Mr. Hepworth uses the Gameplan reports to identify prospective clients communication style. The Gameplan software identifies prospective clients communication style, and he tailors ly, and by tailoring proposals based on the Gameplan Action reports it has had a huge impact in closing sales. Using the Gameplan Action plan, we communicate with prospective clients comfortably and easily and effectively". John Hepworth and his Northwestern Mutual Financial Network support team have generated over 330 reports, an average of 1-2 reports a week. John and his team are confident the Gameplan has increased their business profitability and recommend the software to friends and colleagues.