



Unveiling the Iceberg Sales Model: Understanding the Hidden Dynamics of Sales Success

EXPLORING VISIBLE AND
HIDDEN FACTORS DRIVING
SALES SUCCESS

Introduction to the Iceberg Sales Model



Definition and Basic Concept of the Iceberg Sales Model

- The Iceberg Sales Model illustrates that only a small portion of what leads to sales success is visible.
- Above the surface (visible): The visible sales activities (10%)
- Below the surface (hidden): The foundational behaviors and mindset (90%) that drive long-term success

The 10%: Visible Sales Activities

These are the actions others typically see:

- Closing sales
- Making presentations
- Conducting client meetings
- Delivering quotes
- Handling objections
- Product knowledge demonstrations





The 90%: Hidden Sales Foundations

These foundational behaviors are unseen but critical:

- Prospecting and lead generation
- Consistent follow-up
- Time management
- Self-discipline and accountability
- Handling rejection and staying motivated
- Continuous product training
- Goal setting and planning
- CRM and documentation habits
- Practicing scripts and role-playing

Iceberg Sales Model in Action

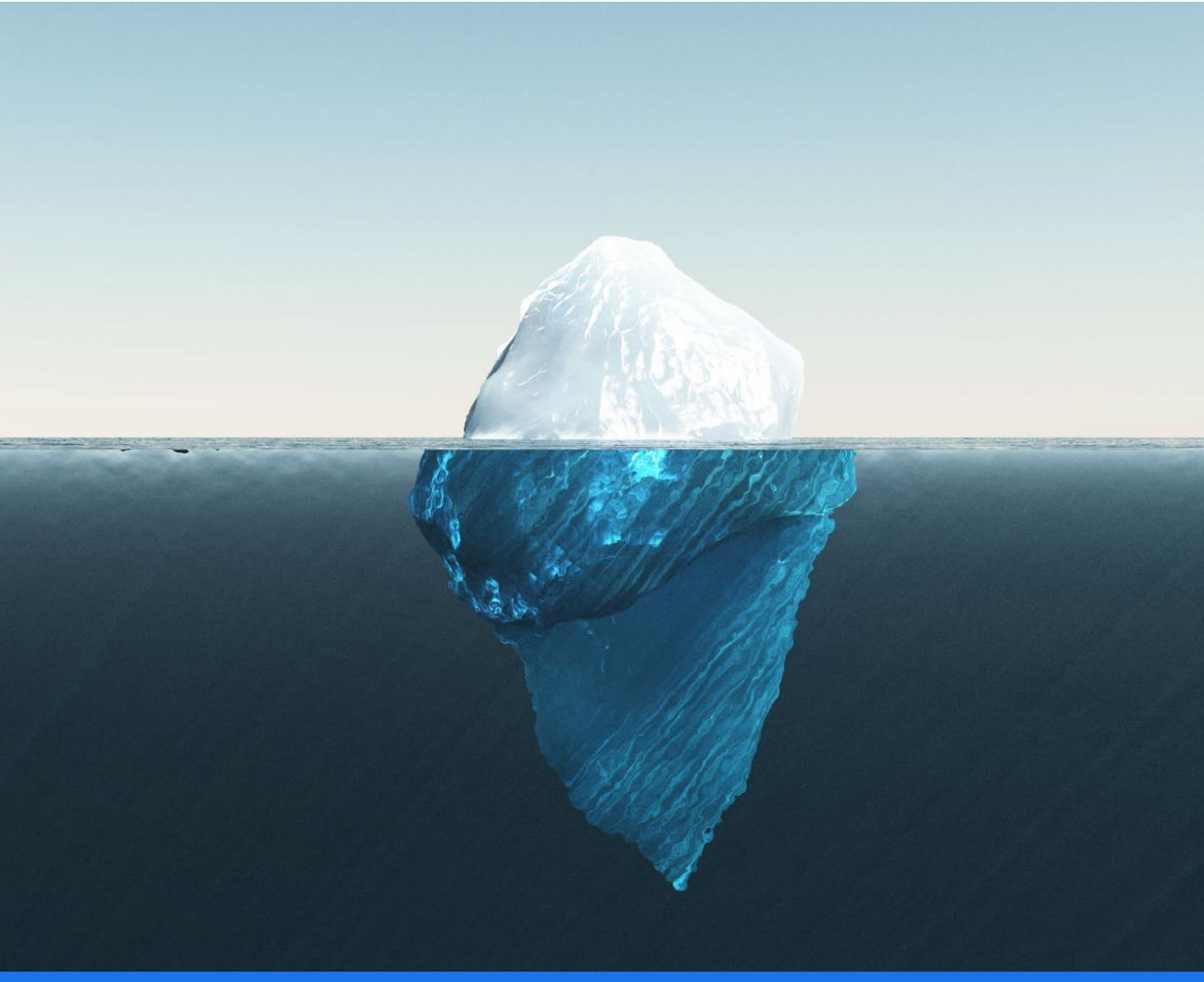
The Visible 10%:

- Giving a Medicare seminar
- Presenting a life insurance illustration
- Quoting group benefits

The Hidden 90%:

- Researching client needs and coverage gaps
- Keeping your CRM updated
- Scheduling policy reviews
- Attending training to stay current on carriers
- Building relationships with referral partners



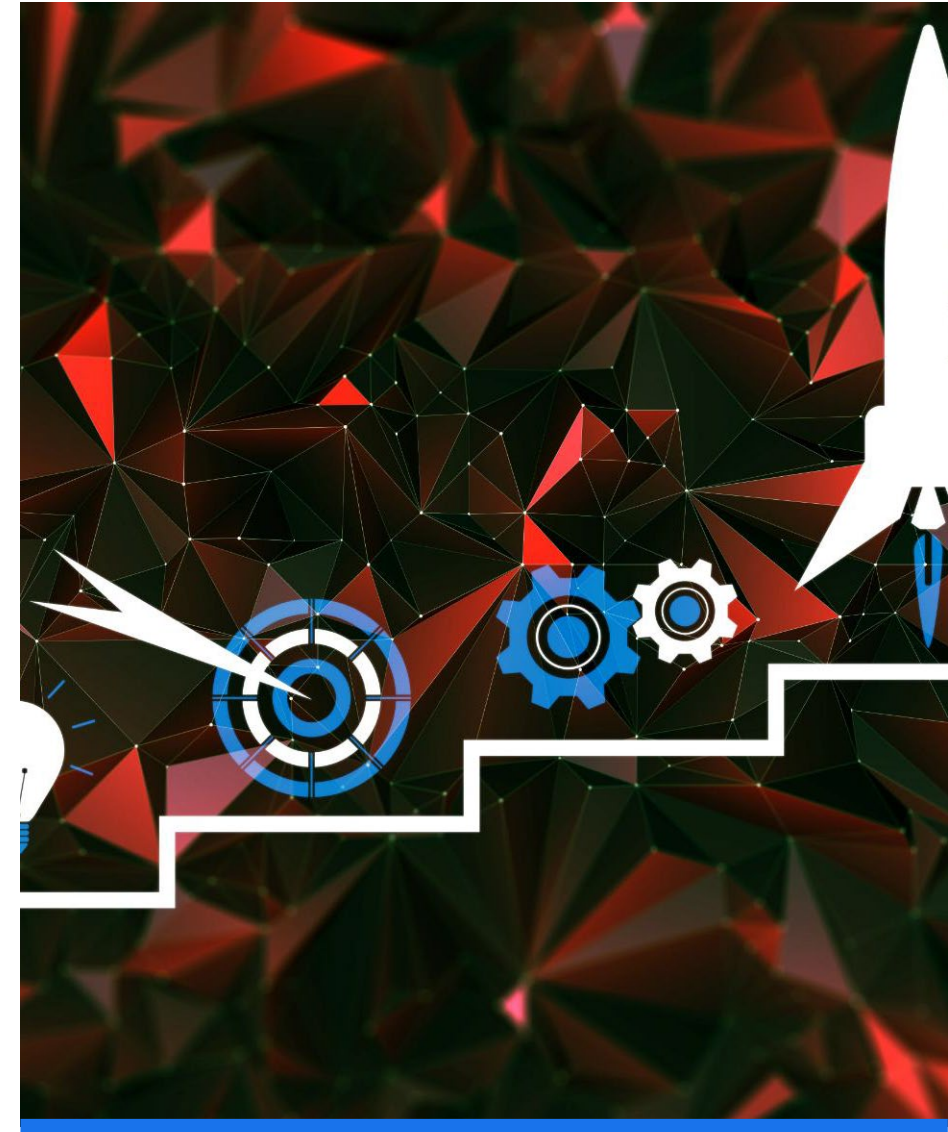


Why the 90% Matters More

- Long-term success depends on consistent execution of foundational tasks.
- The 90% builds credibility, trust, and confidence.
- Skipping the groundwork leads to inconsistent results.

Building Your Iceberg Strategy

1. Audit your current habits and systems.
2. Prioritize foundational activities daily.
3. Practice and refine your approach continuously.
4. Be consistent, not just visible.





Final Thoughts

- The best Advisors don't just work at the tip of the iceberg.
- They master what lies beneath — the 90% — every day.
- Commit to the foundation, and the sales will follow.