



Selling Wellness

A Comprehensive Training Program
for Benefits Consultants

Course Overview

COURSE TOPICS & SKILLS

- **Skill 1:** Learn employee health economics to help clients understand how employee health impacts their business results—costs as well as productivity.
- **Skill 2:** Become a Wellness Advocate and overcome the main objections to investing in wellness.
- **Skill 3:** Wellness program design to deliver effective programming.
- **Skill 4:** How to leverage benefit features to maximize wellness results.
- **Skill 5:** How to analyze wellness results to provide wellness metrics and insight.
- **Skill 6:** Learn basic wellness consulting to synthesize learning and prepare answers to challenging client questions.

**LEARN
MORE AND
REGISTER
HERE!**

WHY CHOOSE US?

Most wellness programs don't drive results. Ours do. Between the Chapman Institute and Wellness Workdays, we've learned to get right to what works to **build success and drive outcomes**. With decades of providing **results-driven strategic wellness solutions**, we have helped large and small organizations **generate greater business value** through improved employee health.

STRUCTURE

- 20-45 minute video training sessions - complete at your pace
- Engagement quizzes
- Practice improving consulting skills
- Slides, tools, and a comprehensive handbook to use for future success

About the Chapman Institute

Larry S. Chapman MPH, founder of Chapman Institute, has spent more than 45 years improving the health of employees and their family members and managing employee health costs.

The Institute provides the WellCert Certification Program, a nationally and internationally recognized certification program for Worksite Wellness practitioners. Larry has developed over 1,000 employee wellness programs, published 13 books and more than 200 professional articles and columns, and served as a long-time consultant and advisor to the US Air Force, US Army, US Navy, National Institutes of Health, and Centers for Disease Control and Prevention.

About Wellness Workdays

Wellness Workdays is a leading provider of measurable workplace wellness programs that produce quantifiable reductions in healthcare costs and improved employee productivity.

With two decades of providing outcome-based wellness solutions, Wellness Workdays has helped large and small organizations generate greater business value through improved employee health.

Our clear focus on mental health, nutrition, and a customized, hands-on approach makes us unique in the wellness industry.