



## Overcoming Objections

### **“We already have benefits.”**

Response: Great! Thank you for sharing. As a matter of fact, some of our best clients already had benefits before we met. Let's schedule a quick discovery meeting. We have a lot of great client testimonials to back our service. If it's for you great, if not great.

### **“We can't afford it.”**

Response: Great! Thank you for sharing. As a matter of fact, some of our best clients already tried in the past and couldn't afford benefits but our strategy helped them find an affordable strategy. Let's schedule a quick discovery meeting. If it's for you great, if not great.

### **“We already have a broker.”**

Response: Great! Thank you for sharing. As a matter of fact, some of our best clients already had a broker. If you like your broker and he/she is giving great service and education for your employees then you can keep that relationship. Let's schedule a quick discovery meeting. If it's for you great, if not great.

### **“I'm not sure if our employees will be interested.”**

Response: Our statistics show that approximately 50% of employees typically participate in employee benefits. This means that half your employees will not be interested. We want to focus on the other half of your company that will be interested. We want to make sure those who want to be educated and properly protected have that opportunity. Let's schedule a quick discovery meeting. If it's for you great, if not great.