

Interview Layout

Greeting:

- Where they are from, common interests of area.
- Discuss the ability to be mobile in this business.

TRANSITIONAL PHRASE:

- What are you doing for work over there?

KEY QUESTION:

- Did you get a chance to watch the video I sent you?

YES

- Great, what did you like best about it?

Listen to what they want:

- It will tell you what they want, typically 1 of 4 things: -Leads
- Carriers
- Training
- Compensation
- Then show them how to get what they want with us.

---I do not discuss the building aspect of this business unless they ask about it.---

TRANSITIONAL PHRASE :

- This business requires a Life Insurance License in the state of _____, you don't currently have one of those, do you?
- Answer? Usually is NO.
- Then go on to show them how you can help them acquire a license.

Discuss how to pass the exam in the next 7 - 10 days and to contact you as soon as they schedule their exam.

