

Some Basic In-Home Guidelines And Tips

- 1) Remember, you're there to help them find a plan and get coverage. Not just give them quotes. Stay in control of the situation. Be confident and always assume they'll buy.
- 2) When you get there, small talk for only a few minutes then get to the reason you're there.
- 3) Then ask them Why they filled out or submitted their request. Know their "WHY".
- 4) After hearing and understanding their "WHY" Then tell them that you understand why it's very important to them. Tell them this: "Because this is so important to you we're going to over some options that will fit your particular situation and that you can afford, and we're going make sure that when I leave today you're going to have the protection that you need and want. Okay?" (Assumptive Yes As I'm Shaking My Head Up & Down)
- 5) You can also tell them this: "I promise to be honest with you and always tell you the truth, is that okay?" (They will say Yes) Then say: "And I only ask that you do the same in return, is that fair enough?" (They will say Yes). This helps being able to push more for the sale.
- 6) Then you can say: So now we're going to go over some different plans and options to see what will work best for you and your situation. So I'll need to find out more about your current health situation, have you ever been diagnosed with anything major such as...hear attach, cancer, stroke, diabetes, or any other medical conditions?
- 7) Always ask them what prescriptions they have been prescribed in the last 10 years, even if they say they are not taking it anymore. And you can always look up any medication on Google to see what it's used for.
- 8) People always like to get the plan as everyone else. So you can say things like: Everyone in your situation does this...
- 9) I always like to give them 3 different options for prices. If it's mortgage protection, then I do: Full Coverage, then do 50% Coverage, then Critical Period Coverage.
- 10) Never be afraid to quote high premiums, some people have more money available than they let you know about.
- 11) Don't ever fall for the "We need to think about it and call you back" You will Never receive a call back from them and you will Never see them again. So give it everything you got the first time. And always go back to their "WHY".
- 12) Remember something: if it's not a big deal to you, it's not a big deal to them. So whenever someone gives you an objection, quickly respond to it and get right back into your process like it was no big deal.
- 13) **Do Not Forget This!** If you need help with anything in the home, including making the sale, **Make Sure To Call Your Upline** and ask for help **Before You Leave The House!**