

Referrals:

Hey, do you know of anyone else who is also interested in getting some Life Insurance coverage? Such as anyone who has health issues, or has ever been turned down for coverage, or anyone else that you think I should talk to?

Okay great. Can you get them on the phone real quick and introduce me to them so they know who I am when I call them?

****When they call them, talk with them briefly and book the appointment right there on the phone within 24-48hrs. (That is the best referral you can get.)**

Cold Market Prospecting:

During an opportunity, walk up to someone, or engage with them in conversation and ask: Hey also, just to let you know, I'm a Life Insurance agent. And by the way, do you have any Life Insurance or have you ever thought about getting Life Insurance?

If NO to both questions, then just say okay and have a good day and move on.

If YES to either of the questions above, then say: Okay well I can help you with that. Then ask for their phone number and set up an appointment right there within 24-48hrs.

If they already have a policy, then tell them that you can do a free policy review and since you're a broker you can show them several plans with super low prices! Don't discuss anything else, just set up an appointment right there within 24-48hrs.

****Always assume the close by setting up the appointment, don't ask, just set the appointment.**

****Always have business cards with you.**