

**GOING BACK
TO THE SALE**



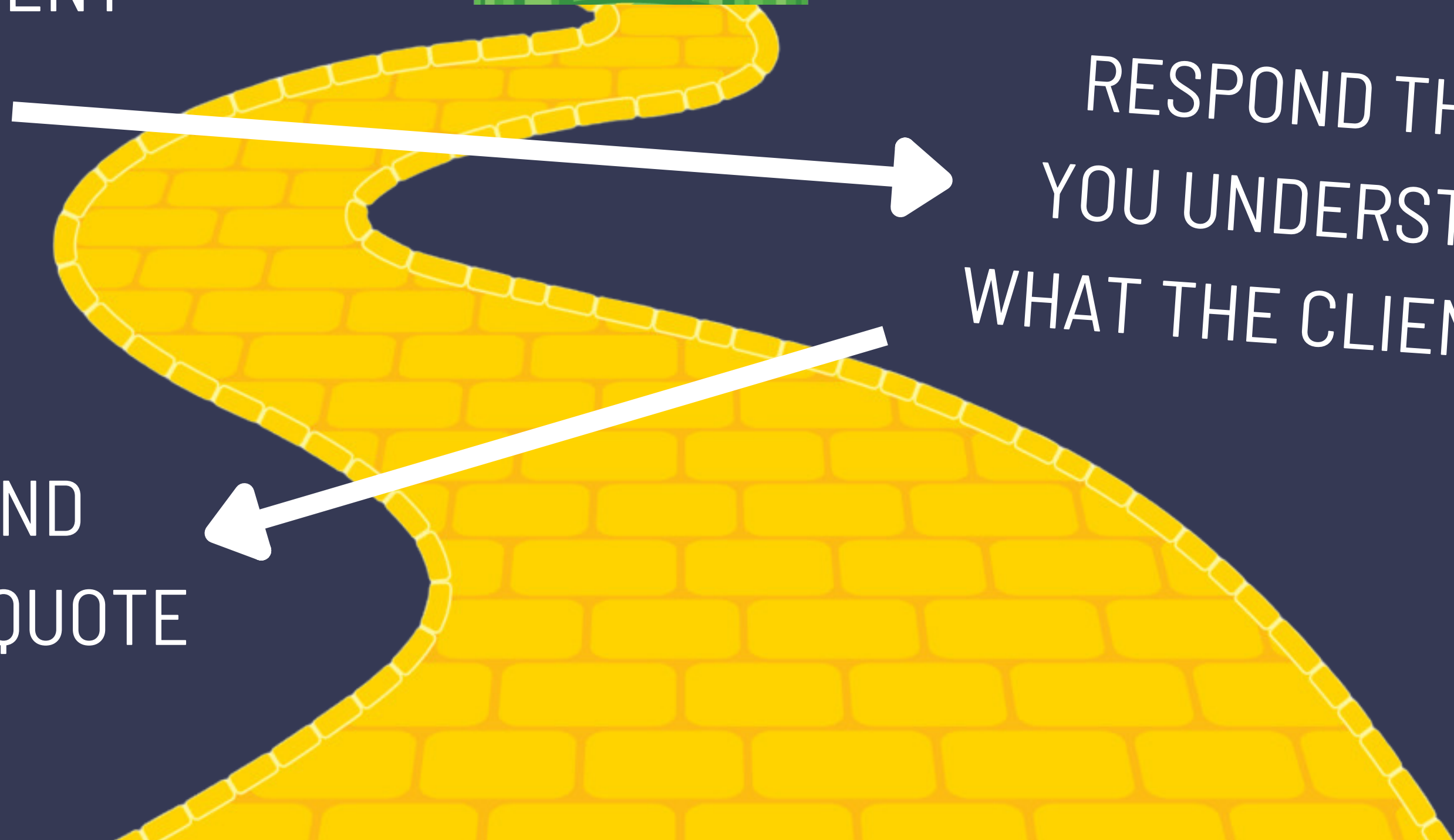
GETTING BACK TO THE SALE

ACKNOWLEDGE
WHAT THE CLIENT
IS SAYING



RESPOND THAT
YOU UNDERSTOOD
WHAT THE CLIENT SAID

MOVE ON AND
ASSUME THE QUOTE





"I DON'T HAVE TIME FOR A
QUOTE I AM HELPING MY
SISTER FIND A PAIR OF SHOES
IN HER BASEMENT"

**MRS. WICKED WEST IS A PURCHASED
LEAD THAT YOU ARE CALLING. USING
THE ACKNOWLEDGE, RESPOND, MOVE ON
METHOD, OVERCOME HER INITIAL
OBJECTION OF NOT HAVING ENOUGH
TIME FOR YOUR QUOTE.**

EXAMPLE:

**"HEY MRS. WICKED WEST THANK YOU
FOR SHARING THAT WITH ME, THIS
SHOULDN'T TAKE MUCH LONGER. DO YOU
STILL OWN THAT 2020 CHEVY MALIBU?"**



GETTING BACK TO THE SALE



DON'T PAUSE OR SAY "UM"

BE HUMAN, DON'T MAKE IT SOUND
LIKE YOU'RE READING OFF OF A
SCRIPT. HAVE FUN AND COME TO
THE CONVERSATION FROM THE
PERSPECTIVE OF APPROACHING A
FRIEND

ASK OPEN ENDED
QUESTIONS



**"I ALREADY WENT WITH
ANOTHER COMPANY & THEY
TOLD ME MY RATES WILL
NEVER CHANGE"**

**MR. CROW IS A PURCHASED LEAD THAT
YOU ARE CALLING...**

**ROLE PLAY:
DON'T LET MR. CROW OFF OF THE PHONE. ROLE
PLAY HOW TO OVERCOME HIS OBJECTION BY
ASKING QUESTIONS, VOICE YOUR CONCERN,
AND NOT LETTING HIS STATEMENT THROW YOU
OFF. ASSUME THE QUOTE!**

GETTING BACK TO THE SALE

BE CONFIDENT,
YOU ARE THE EXPERT



KEEP THE CONVERSATION
FLOWING. FILL THE DEAD
SPACE IN YOUR CALL WITH
QUESTIONS

USE THE RAPPORT YOU
HAVE BUILT TO
RECOMMEND
COVERAGE'S



MR. TINMAN

MARRIED WITH 2 KIDS 12 & 15

HE IS A WELDER

OWNS HIS HOME & 2 CARS

NO LIFE OR UMRBELLA INSURANCE

HIS CURRENT AUTO COVERAGE WITH GEICO SHOWS:

25/50/25

1,000 MEDICAL PAYMENTS

\$500 COLLISION & COMP

TOWING

NO RENTAL

"I WANT AN APPLES-TO-APPLES QUOTE, I ALREADY KNOW I HAVE FULL COVERAGE"

ROLE PLAY:

WHAT DO YOU RECOMMEND FOR MR. TINMAN
AND HIS FAMILY?



GETTING BACK TO THE SALE

DO YOU ALREADY KNOW THE ANSWER TO:
"OTHER THAN PRICE WHAT IS
IMPORTANT?"



GIVE THE BUNDLED PRICE &
BE PREPARED TO PULL
LEVERS WHEN NEEDED

ASSUME THE SALE. ASK
HOW THEY CURRENTLY
PAY



**"THAT'S TOO MUCH PER
MONTH. I CURRENTLY PAY
\$225 FOR EVERYTHING"**

MR. COWARDLY

**YOU GAVE HIM A BUNDLED PRICE FOR HIS HOME,
AUTO, & UMBRELLA POLICIES OF \$280 A MONTH.
YOU ALSO INCREASED HIS COVERAGE FROM
100/300 TO 250/500 AND LOWERED HIS
DEDUCTIBLES.**

ROLE PLAY:

**OVERCOME MR. COWARDLY'S OBJECTIONS
AT LEAST 3 TIMES.**

- **BREAK DOWN THE PRICE**
- **USE THE RAPPORT YOU HAVE BUILT**
- **ASSUME THE SALE**



DOROTHY'S WHEEL OF OBJECTIONS

**OVERCOME THE OBJECTION AND
BRING IT BACK TO THE SALE**