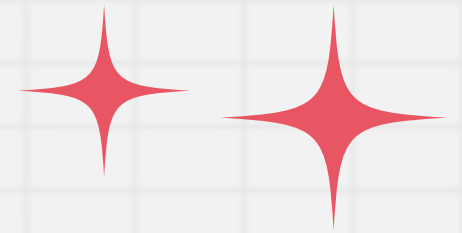




P.R.I.C.E. OBJECTIONS

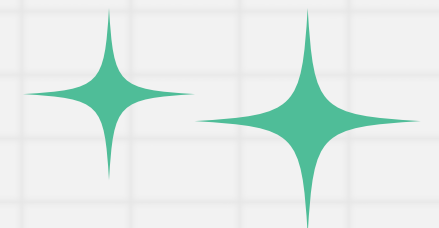




P is for PRICE



- **DON'T INTRODUCE PRICE TOO EARLY IN THE CONVERSATION**
- **PAUSE, AND ASK QUESTIONS ABOUT THEIR PRICE OBJECTION**
- **DON'T GIVE UP THE SALE BECAUSE YOUR QUOTE IS TOO HIGH IN PRICE**
- **WHAT VALUE DO YOU BRING TO YOUR NEW CLIENT**
- **SHARE CASE STUDIES**





- **YOU GET WHAT YOU PAY FOR**
- **RUNNING THE RISK OF BEING UNDERINSURED**
- **HOW MUCH COVERAGE DO YOU HAVE ON YOUR UMBRELLA?**
- **YOUR COMPANY WILL NOT PAY MORE THAN YOUR LIMITS**
- **COVER YOUR CLIENTS FOR THE CLAIM THEY COULD FACE**

R is for RISK





I is for **ISOLATE** the Objection ✨



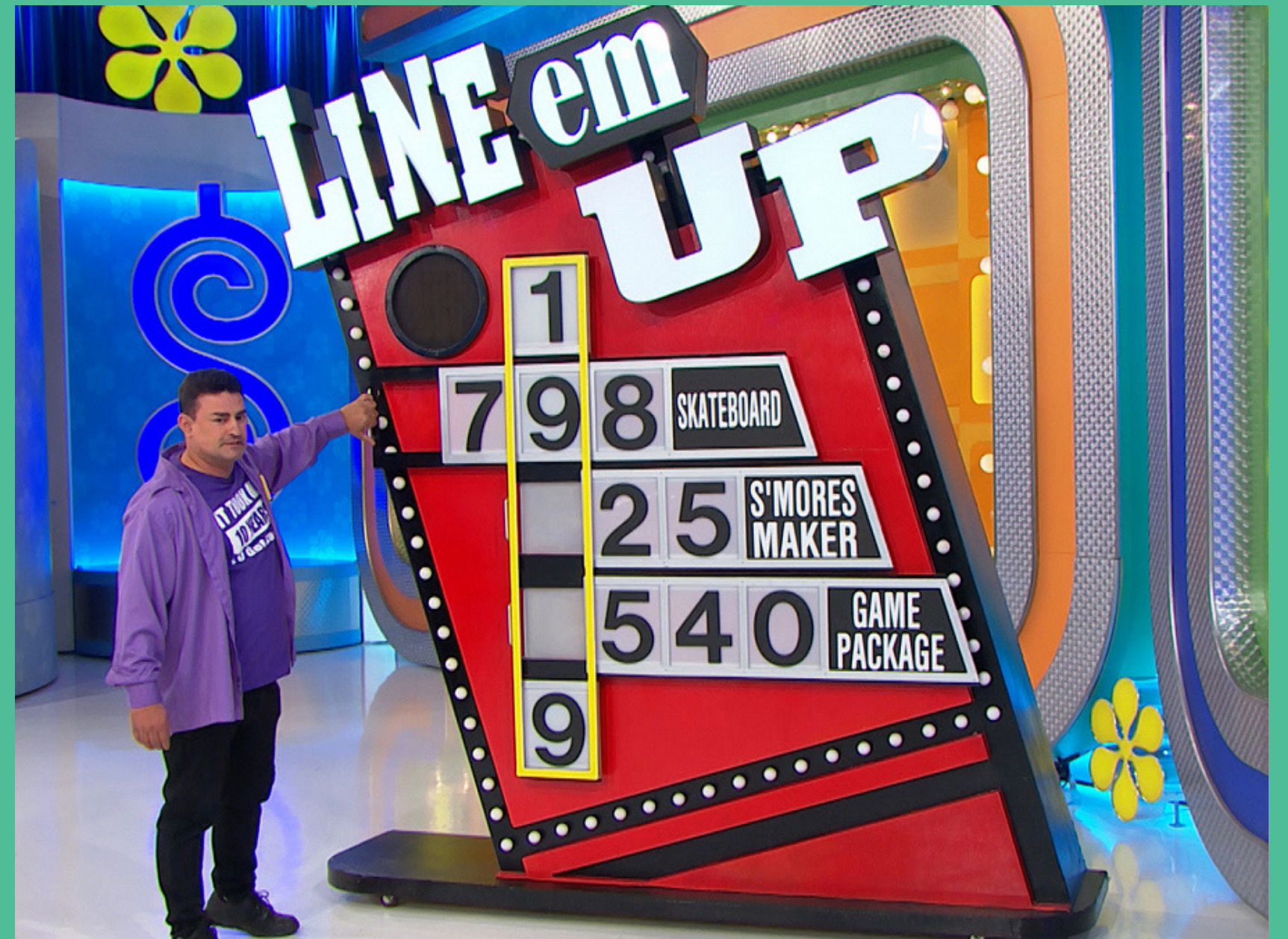
- HEAR THE CONCERN- LISTEN
- OTHER THAN PRICE IS THERE ANYTHING ELSE KEEPING YOU FROM DOING BUSINESS WITH ME TODAY?
- PREPARE AND ATTEMPT TO OVERCOME THE OBJECTION 2-3 TIMES





C is for COVERAGES; Recommend

- PRICE OF THE COVERAGE DOESN'T MATTER IF YOU'RE UNDERINSURED
- YOU ARE THE ADVISOR
- WHAT ASSETS DO YOUR CLIENTS NEED TO COVER?
- HOW MUCH COVERAGE DO YOU HAVE ON YOUR UMBRELLA POLICY?
- DO THEY USE THEIR HOME OR VEHICLES FOR BUSINESS?





E is for EDUCATION ✨



- EDUCATE YOUR CLIENTS ON WHAT THEY ARE BUYING
- GIVE QUICK DETAILS AND USE LAYMAN'S TERMS
- TELL A STORY OR EXPERIENCE YOU HAVE HAD THAT IS RELEVANT AND WILL HELP EDUCATE AND PAINT A PICTURE
- LIFE INSURANCE!

