



**SALES**

**MINDSET**

# SALES MINDSET

## *INSTINCT*

➤ PEOPLE BUY BASED ON FEELINGS AND VALUE

➤ SELL WITH EMPATHY AND GENUINE EXCITEMENT

➤ BE READY TO ADDRESS YOUR CLIENTS' NEEDS BEFORE YOU EVEN SPEAK TO THEM

➤ LISTEN FOR "GREEN FLAG" OR "RED FLAG" WORDS

# SALES MINDSET

## *URGENCY*

- CREATING URGENCY HELPS MOTIVATE CUSTOMERS TO BUY NOW
- CHOOSE WORDS THAT CREATE IMPLIED URGENCY
- SIMPLIFY YOUR SALES PITCH AND MAKE PURCHASING EASY AND STREAMLINED
- DON'T TALK YOURSELF OUT OF A SALE



# SALES MINDSET

## *TRIGGERS*

➤ WHEN A CLIENT SAYS THEY "DON'T HAVE TIME RIGHT NOW BECAUSE..."

➤ START BUILDING RAPPORT AND KEEP THE CLIENT ON THE PHONE

➤ WHEN A CLIENT TELLS YOU HOW THEY PAY...

➤ GET THE PAYMENT INFORMATION AND CLOSE THE SALE

# **SALES MINDSET**

## ***FUNDAMENTALS***

➤ DO YOU BELIEVE IN WHAT YOU ARE SELLING?

➤ YOU'RE DOING YOUR CURRENT & FUTURE CLIENTS A GENUINE SERVICE

➤ PRACTICE YOUR WORD TRACK. CONTINUOUSLY WORK THE SAME LEAD SOURCE

➤ PERSISTENCE WINS AND CLOSES SALES

# **SALES MINDSET**

## ***AWARENESS***

➤ BE MINDFUL OF HOW YOU SOUND ON THE PHONE

➤ OBJECTIONS WILL ALWAYS HAPPEN, LISTEN TO THEM AND RESPOND

➤ BE A STEP AHEAD OF THE OBJECTION. SLOW DOWN AND OVERCOME THEM ONE AT A TIME

➤ DO YOU KNOW WHAT YOUR CLIENT NEEDS AND HOW YOUR POLICY WILL BENEFIT THEM?