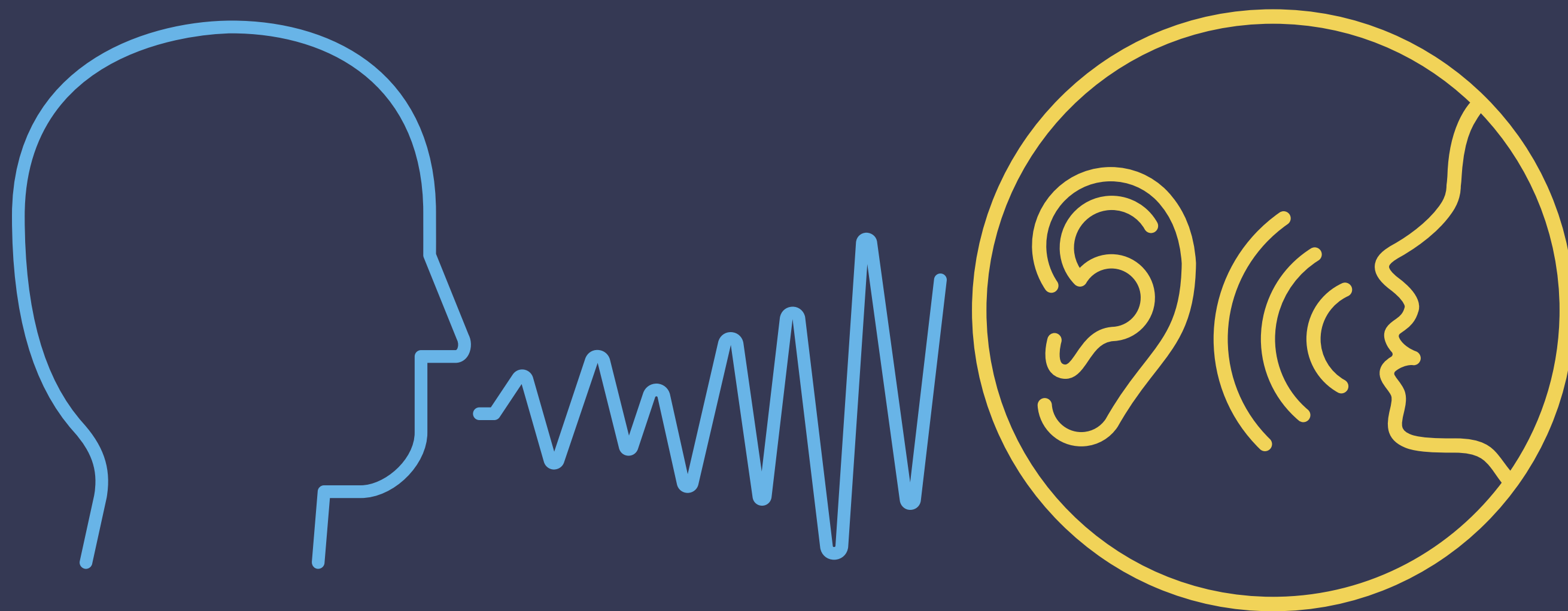


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Inflection: Changing the pitch of your voice can make your words more exciting, energetic, or sincere

Emphasis: Underlining certain words can help convey enthusiasm and importance

Pace: Speaking too quickly can make you sound nervous or stressed; speaking too slowly can make you sound disinterested or unprofessional

Mimic: Mimicking the prospect's tone and pace can smoothen a conversation's flow and put your prospect at ease. You don't want to sound overly excited while the caller remains calm—or vice versa. It's not very personal or receptive





RELAXED/PLAYFUL

- A RELAXED AND PLAYFUL TONE HELPS BUILD RAPPORT AND ENCOURAGES CONVERSATION
- IT'S PERFECT FOR WHEN YOU'RE JUST INTRODUCING YOURSELF AND MAKING SMALL TALK
- USE A HAPPY, FRIENDLY VOICE THAT SOUNDS PROFESSIONAL AND INVITING
- ASK OPEN-ENDED QUESTIONS TO KEEP THE CHAT GOING

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FOCUSED/SERIOUS

- A FOCUSED AND SERIOUS TONE IS PERFECT FOR COVERAGES & CLOSING THE SALE
- USE A CONFIDENT, DIRECT VOICE THAT PROJECTS AUTHORITY
- EMPHASIZE THAT YOU'RE NOT MESSING AROUND, GET STRAIGHT TO THE POINT

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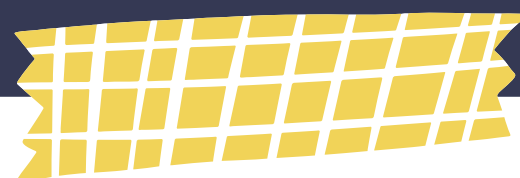


ASSERTIVE/COMMANDING

- AN ASSERTIVE AND COMMANDING TONE IS BEST FOR CREATING A SENSE OF URGENCY AND MOTIVATION
- IT'S PERFECT FOR MAKING THE PROSPECT FEEL NEEDED AND NOT WASTING TIME WITH SMALL TALK
- USE A STRONG YET SUPPORTIVE VOICE THAT MAKES THEM FEEL LIKE YOU'RE THEIR GO-TO INSURANCE AGENT



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FRIENDLY/NON-CONFRONTATIONAL

- **A FRIENDLY AND NON-CONFRONTATIONAL TONE IS PERFECT FOR OBJECTIONS**
- **IT'S A SUPPORTIVE VOICE THAT ADOPTS EMPATHY AND UNDERSTANDING, HELPS THE CUSTOMER FEEL COMFORTABLE TO VOICE THEIR CONCERNS, AND ENCOURAGES THEM TO CONTINUE**
- **YOU'LL BE ABLE TO UNDERSTAND THEIR CONCERNS AND BETTER ADDRESS THEM IN THE FUTURE**



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