

VALUE





DO YOUR "HOMEWORK"

- THE GOAL OF BUILDING VALUE IS TO PUT THE NEEDS OF THE CLIENT FIRST
- FINDING OUT THE CLIENT'S NEEDS BY BUILDING RAPPORT WILL ALLOW YOU TO OVERCOME OBJECTIONS LATER IN THE CALL
- ESTABLISH VALUE THROUGHOUT THE CALL

QUESTIONS TO KEEP IN MIND DURING YOUR CALL:

- WHAT DO THEY DO FOR A LIVING?
- DO THEY HAVE A FAMILY?
- WHAT ASSETS DO THEY NEED TO PROTECT?
- WHAT DO THEY LIKE TO DO ON THE WEEKENDS?

VALUE



VALUE OVER PRICE

- **DON'T ASK WHAT THEY CURRENTLY PAY**
- **OFFER BETTER COVERAGE- YOU ARE THE EXPERT**
- **USE YOUR VALUE STATEMENT TO OVERCOME OBJECTIONS**
- **WHEN YOU TAKE AN EDUCATION-FIRST APPROACH, YOU BECOME THEIR GO-TO RESOURCE FOR INFORMATION WHICH HELPS YOU BUILD TRUST**

"THE TOTAL FOR BOTH YOUR AUTO & RENTERS POLICY IS ONLY \$200 A MONTH, WHAT IS YOUR ACCOUNT AND ROUTING NUMBER TO GET THIS STARTED"



BE REALISTIC

- **YOU WON'T WIN EVERY CLIENT THAT IS \$100 MORE A MONTH**
- **KEEP THE CLIENT IN YOUR PIPELINE**
 - **SET A TASK TO CALL THEM AT RENEWAL**
 - **ASK FOR THE RENEWAL DATE**
 - **FOLLOW UP AND BE CONSISTENT**

"A LOT HAS CHANGED SINCE WE LAST QUOTED YOU, DO YOU STILL OWN THAT 2018 DODGE CHARGER?"

- **BREAK DOWN THE PRICE & TALK ABOUT BUDGET**
 - **DAILY COST- "THAT IS LESS THAN \$4.00 A DAY FOR WAY MORE COVERAGE"**
 - **"\$4.00 A DAY IS LESS THAT ONE STARBUCKS COFFEE"**



LISTEN BEFORE YOU PITCH

- **RESIST THE TEMPTATION TO DIVE INTO YOUR SALES PITCH AS SOON AS YOU GET YOUR PROSPECT ON THE LINE**
- **BEFORE CONVINCING THEM TO MAKE THE SALE WITH A GENERIC PITCH, GIVE THEM SPACE TO EXPLAIN THEIR CURRENT SITUATION AND WHAT THEY ARE LOOKING FOR**
- **NOT JUMPING IMMEDIATELY INTO YOUR PITCH CAN GIVE YOU MORE INSIGHT INTO HOW YOU CAN BEST PROVIDE VALUE TO THEM AND CAN HELP YOU POSITION YOUR PRODUCT BETTER FOR THE SALE**
- **TO DO THIS, ASK OPEN ENDED DISCOVERY QUESTIONS**



COMMUNICATE THE BENEFIT

- **MAKE SURE THE BENEFITS OF YOUR POLICY ARE EASY-TO-UNDERSTAND AND RELEVANT TO YOUR PROSPECT**
- **THE UNIQUE DIFFERENTIATORS YOU ARE OFFERING NEED TO BE ALIGNED WITH THE NEEDS OF THE CUSTOMER**
- **USE THESE UNIQUE POINTS TO GUIDE YOUR SALES CONVERSATIONS**
- **YOUR ROLE AS A SALES PROFESSIONAL IS TO ACT AS AN ADVISOR HELPING YOUR PROSPECT MAKE THE MOST INFORMED PURCHASING DECISION**
- **SHARE REAL LIFE EXAMPLES THAT ARE RELEVANT AND PAINTS THE PICTURE AND PROVES THE VALUE**