



REQUOTE AND WINBACK

Talk Paths

THE INTRO INFLECT WHAT YOU WANT PEOPLE TO REFLECT.

QUICK TIPS

- Smile, and be friendly! You want to differentiate yourself from a robot.
- You have 60 seconds to make a good impression and earn the client's time.
- Voice Inflection MATTERS.
- Open-ended questions ABOUT the customer to engage them.
- Overcome the objection at LEAST two times (But three is most effective).

THE FIRST 60 SECONDS

"Hi, this is _X_ ? I'm calling from _____ Insurance. We've worked with you in the past, and a lot's changed. I have your information here: Do you still live at 1234 Main St? Do you own or rent that home?"

ENGAGE THE CUSTOMER - ASK THEM OPEN ENDED QUESTIONS ABOUT THEMSELVES

It's okay to tell a small joke or ask them something personal, as you want to warm the tone of the conversation.

Examples of Engagement

- "By the way, how's your day going today?"
- "Has anything good happened for you today?"
- "How long have you owned that home?"
- "What kind of cars do you drive?"
- "What do you do for a living? How did you get into that?"

OBJECTIONS

I'M BUSY; I DON'T HAVE TIME FOR THIS

"No problem, I understand. This will only take a couple of minutes, and I already have your quote started. We need to confirm a few things first."

I ALREADY HAVE INSURANCE / I DIDN'T REQUEST A QUOTE

"I get that all the time, and this will only take a couple of minutes. I already have your information pulled up. Who are you currently insured with? When's the last time you've had a chance to review your coverages? We can actually do that for you today."

WRONG NUMBER / PERSON / NOT ME

"Sorry about that! I was calling today because we're competitive in your area. Who are you currently insured with?"