



# PSYCHOLOGY OF THE SALE



FAMILY  
FIRST  
LIFE

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# I. MINDSET

- **Who are our clients?**

It is important to remember that the people we meet with have contacted us for help. We have various types of leads here at Family First.

There are direct mail leads where a client fills out a form and returns to us after putting down all their personal information.

There are call in leads and telemarketing leads in which a client would speak to a representative on the phone and request that an agent calls them.

We also have internet leads that are created when a client fills out an online form requesting that an agent contacts them and we receive them within an hour of the client filling out the form.

The key thing to remember with any type of lead, is that they ALL initiated contact with us!

- **Thought Process**

We will ALWAYS treat people the way we want to be treated and we will SERVE our clients.

That is why we have the largest percentage of agents in the country netting over \$100,000.

You must routinely work on your Mindset and Thought Process if you want to be successful with Family First. Everything that you do in life revolves around your mindset.

# I. MINDSET

**Please remember that we ALWAYS put families FIRST, our clients and agents families. It starts with understanding that you may be the last person that gets to speak with these clients on the phone about something as significant as life insurance.**

**You must convince yourself that the client knew you were going to help them when they sent the form back to us.**

**Human nature will allow people to mistake your kindness for weakness. You must be strong, assertive and presumptive over the phone.**

**Our job starts on the phone, learn to love the phone. If you do not like making dials or you “hate the phone” STOP saying that you hate the phone. You need to acknowledge that the phone is your friend.**

## II. PHONE SCRIPT

Below you will find our phone script, the **ONLY** parts that you need to change based on the individual call are *italicized and underlined*.

Remember the first thing you say when the client answers the phone is their first name, that way they will not think that it is a telemarketing call. We are **NOT** telemarketers, we are professionals contacted by families that need protection.

**Client says:** Hello You say: Tom, its Shawn I'm calling with the benefit center right here in Norwich. I'm getting back to you about this letter that you just filled out for you and Mary it has your height, weight and date of birth on it. You wanted some information about Mortgage Protection Insurance for you and your family, you had signed it and sent it back. Do you remember filling out that form? **Yes**. Great my job is pretty simple we get a couple hundred back each week in Norwich. My job is to get this info out to you, it takes all of about 15 minutes to get this to you. I am out in your area a couple times during the week do you work during the day or at night? **During the day**. Great what time are you typically home during the week? **Usually 4:30**. So you are at 12 Main St? **Yes**. Great I have to be out there on Tuesday is there any reason you and Mary wouldn't be home on Tuesday at 6? **No, we will be here**. Great my name is Shawn I will see you on Tuesday at 6:00PM.

## II. PHONE SCRIPT

What you say on the phone isn't as important as how you say it. You must match their tonality on the phone. We meet them where they are at when they answer the phone. Speak with their tone and speed. People believe that their way of speaking is right and yours is wrong, so you need to match theirs when you call.

Your mission on the phone is to get in the home. Do not give away information on the phone. You cannot *sell* them over the phone. Everything good happens in the HOME.

- **Objections**

With any objection the key is to deal with it quick and move on, get right back to booking the appointment. Stay calm, unemotional and indifferent when dealing with the objection.

A few common objections that may come up are. *I don't remember filling it out.. How much does it cost? Why do you have to come to the house? I already took care of it..*

## II. PHONE SCRIPT

- How to handle the objections

- 1) ***I don't remember filling it out..*** Great we get a couple hundred back every week. You will want to see the letter since it has your hand writing and your signature on it. My job is simple, I just get you the information. What you do with it is up to you. So you'll be home tomorrow at 6?
- 2) ***I just want to know how much it cost..*** For most of the people I meet with its between 40 and 90 dollars a month. I will bring all that information out with me. So you'll be home tomorrow at 6?
- 3) ***Why do you have to come to my house?*** I have to verify that you don't have any major medical conditions and I can not ask any medical questions over the phone. I know it is hard to believe but people do fill these out and lie about their medical history. So you'll be home tomorrow at 6?
- 4) ***I already took care of this..*** Great is there any reason that you wouldn't want to see if you could save some money each month? There are a lot of companies out there and you might be able to get a better price. So you'll be home tomorrow at 6?



## II. PHONE SCRIPT

If your mindset is right you will not get objections. Convince yourself that everyone that answers the phone wants an appointment with you. You should not be ambivalent on the phone, remember that they ALL initiated contact with you. Be direct and maintain control. You have what they want, it is like the doctor, patient relationship and you are the doctor. You must be willing to push people and get uncomfortable, when you remove your concern about being judged the world is yours.

Don't take their objections personal they are almost obligated to say something. If they were truly *All Set* they would not have filled out the form. You may be the only person that has a shot at helping them.

- **Dialing**

You should make your dials from a cell phone. Having the same area code as the people you are calling, will help increase your contact rate. You can use Google Voice to get a different area code.

## II. PHONE SCRIPT

**Make multiple dials on each lead every time you dial. Most people do not answer the phone on the first few calls. Your contact ratio goes up with each dial you make. You can also try blocking your number if they don't answer after calling a few times. Some people will answer a blocked number over a phone number that they don't recognize.**

**Any day is a good day to dial and any time of the day is a good time to dial. We have agents that are successful with a number of different schedules. Some dial Saturday mornings from 8:00AM-12:00PM, some dial Thursday and Friday evenings from 4:00PM-8:00PM or 5:00PM-9:00PM, some dial during the week from 7:00AM-11:00AM. The key is finding what works best for you and committing to a schedule.**

**If you follow the Family First phone script and training you and you speak to 10 people on the phone you should book anywhere from 7 to 10 of them.**

***Contact us directly to find out how to listen to our LIVE dialing and find out when and where our next boot camp training will be.***

# III. PREPARING FOR YOUR APPOINTMENTS

Preparation is essential to your success in anything you do in life. Especially Preparing for your appointments, you should make sure that you have everything you need before meeting with your clients. You will need to have applications and illustration software for each carrier that we represent. You should also have business cards with all your information on them to leave with each client you help.

- **How to dress**

At Family First we recommend wearing jeans, decent shoes and a polo shirt. With that being said how do you dress now? Is it working? If your attire is different than this, and it is working than don't change it.

- **Setting up your appointments**

In most areas you can set up appointments every hour on the hour. For larger counties you may need to space your appointments out more. The average appointment should last 35-40 minutes so plan accordingly.

# IV. APPOINTMENT INTRO

Half the battle is showing up and you must be mentally prepared in order to battle. The battle is won and lost in the first few minutes of meeting the client. Winning the battle is when a family is protected with life insurance to cover an unexpected tragedy. Losing the battle is failing to protect a family that has asked us for help.

We recommend showing up to your first appointment 15 minutes early. If you have a full day of appointments set up you might end up running late by the end of the day.

Our job is to help the families that have contacted us for help. Make sure that whatever is going on in your life you leave it at the door. Go into each appointment with a positive mindset. SMILE on your way to the door. We all have ups in downs in our own lives but we must put our clients first.

Greet your clients with a nice firm hand shake while making eye contact and smiling. We always ask if they want us to take our shoes off, for a few reasons. It gives you something to say upon entering the home. It also shows them respect and allows them a little bit of control on how you proceed into their home. Your next step would be walking right to kitchen/dining room table.

# V. HOW TO CONNECT

The key to connecting with your clients is asking questions, listening and controlling the conversation.

You must make some small talk before you move into the In Home Presentation. The 1<sup>st</sup> question that we ask is *How long have you lived here?* This is a great question to build off of. You want to ask enough a questions so you can paint a picture of their lives.

Some follow up questions would be:

- *How many kids/grand kids do you have?*
- *Do they live locally?*
- *What schools do they go to?*
- *How long have you been married?*
- *What do you do for work?*

Every client is different some open up faster than others, watch them and see how much small talk they want to make before you move into your presentation.

# VI. IN HOME PRESENTATION

Once you have done 5-7 minutes of small talk lean in with the lead in hand and ask them if they remember filling it out and confirm any information that they put on the lead. This will help you establish control which you will need to maintain throughout your appointment.

- **Manage their expectations**

Tell them what your job is, what you are there to do so there are no surprises. You should say something like this.

*“My job is to get you ALL of the information, take a look at what you have now and determine what you might be eligible for. Does that make sense?”*

Throughout your appointment you will need to continue your small talk and asking questions. You can ask about their *work history, where they grew up, how they met etc.*

# VI. IN HOME PRESENTATION

- **Medical history**

At this point you will need to ask what medications they are on and find out about their medical history. You must get this information prior to showing them any options to avoid showing them a product that they are not eligible for.

Always check your product guide before proceeding. Look for any major medical conditions such as; Heart disease, cancer, insulin dependent diabetes or obesity before you run any quotes.

- **Determining what to write**

Only ask close ended questions when figuring out why they filled out the form. For example you should ask *“When you filled this out obviously you were concerned about your mortgage. Were you concerned about covering the mortgage in case you were to pass away so your family wouldn't lose the home? Or were you concerned about covering the mortgage in the event of a death and disability?”* If they are young enough to apply for the return of premium you should ask about that at this time as well. Show them all three options.



# VI. IN HOME PRESENTATION

- **Establish their knowledge of Life Insurance**

**Ask them if they had passed away last night what they would have in place to help take care of their family. If they have coverage you NEED to see it. Most people don't know what they do or don't have. If they say it would be hard to find their policy quickly, calmly say I have time, I will pull some info up while you go look. 95% of your clients will find their policies within 5-10 minutes.**

**Dont EVER say or think that they have enough coverage. Think about this quick example.**

**Tom makes \$80,000 a year and has a \$250,000 life insurance policy. If Tom dies his family only has about 3 yrs of his salary what will they do after that?**

**Remember this, When a client fills out a form they KNOW that they do not have enough coverage. If they truly believed that they had enough insurance they would NEVER fill out a form.**

**At this point you should explain to your clients the different types of insurance.**



# VI. IN HOME PRESENTATION

The best way to explain this to them is to first give them credit for their knowledge of their career. For example if Tom is an accountant, acknowledge that you don't know the first thing about accounting and you would never try to give Tom advice on accounting. (It is always good to poke fun at yourself in the appointment, your clients will feel a lot more comfortable with you) After you have acknowledged that you are not an expert at their occupation you can go over the different types of life insurance.

Explain to your client that there are 3 different types of Life Insurance

- 1) Term Life
- 2) Whole Life
- 3) Universal Life

Let them respond to you, they will usually say something like.. *I like term my dad says it is the only type of life insurance you should buy.* Or *I hate term I only believe in whole life.* *Whatever they say agree with them* (as long as they are medically eligible)

# VI. IN HOME PRESENTATION

If they hate term show them a Universal Life policy. If they love term try to get them a term with return of premium. If they have a belief about a certain type of life insurance that they feel strongly about, you won't change that in 30 minutes.

- **Value of Insurance**

When showing them options for protecting their mortgage show them the death benefit by itself, the death benefit with disability and lastly show them death, disability and return of premium.

When showing them return of premium make sure you show them how much money they get back if they out live the term. For mortgage protection a great option is the 20 year term with return of premium. With this plan the client can use the money they get back in 20 years towards paying off the mortgage early. This will increase the value that they see in the policy. When value exceeds price nothing else matters. You are basically finding a *hole* in their financial situation and helping them plug it with life insurance.

Another way you should be selling value is by talking to them about what happens when they die.

# VI. IN HOME PRESENTATION

- **Getting uncomfortable**

Nothing changes when everybody is comfortable. You will need to push people to make the right decision in the home from time to time. One of the easiest ways to get better at getting uncomfortable in the home is by asking the client if they give you their permission to tell them the truth, regardless of what that truth is. 10 out of 10 people will say yes. Now you can say things like.. *“if you don't have this protection the people that you care about the most will be penalized if you die and that it is not fair to your family if you die without enough life insurance”* .

After showing them options they may say something like.. *“Thanks for the info”* or *“I just wanted the prices”* . Do not panic just keep moving through it. Say something like *“You filled this out for insurance and it looks like you will be eligible so what is stopping you from moving forward with this tonight?”* Then don't say anything, silence is uncomfortable. Let them make their decision.

# VI. IN HOME PRESENTATION

**At this point you need to take the application out and start filling it out. One of the biggest mistakes you could make is waiting to take out the app. The clients will not tell you to take it out you will have to be presumptive and do it on your own.**

**Move through the application get all the required signatures and ask for a voided check. Explain to them that the premium will be drafted when the policy is approved and that some companies will give them temporary coverage for sending in a voided check with the application.**

**When you are wrapping up the appointment give them your business card. Writing down their draft amount on the back of the card is a great idea. Let them know that you will contact them when the policy is approved, the company will mail the policy directly to them and if needed you will come out and go over it with them.**

**Let them know how much better off they are now.**

# VI. IN HOME PRESENTATION

If you are full time it is a good idea to have an admin to help manage your clients. Let your clients know that you specialize in Life Insurance, Retirement Protection and Retirement Planning. This will help you get residual business and referrals.

When it comes to your clients your mission is to become a meaningful specific in their lives. Become their Guy. When they think about insurance you should come to mind. Be more concerned about the clients and their families than you are about yourself. Think about what you would do if it was your family.

- **Key things to remember**
  - Sell value and build repore the entire time
  - Be more concerned about them and their families than you are about yourself
  - Nothing good happens when you are comfortable
  - Listen be directive and take control
  - Make them feel important
  - Your job is to help families

# VI. IN HOME PRESENTATION

## 6 Steps to closing an appointment

- 1) **Contact - First Impression**
- 2) **Build Trust - Connect**
- 3) **Establish Control**
- 4) **Find the *hole* and plug it**
- 5) **Sell the Value**
- 6) **Be their *Guy***

**If you follow the FFL System you WILL close 7 out of 10 appointments.**

# LEAD PROGRAMS

## Final Expense Leads

### Pay per mailer

- \$440 per 1,000 mailers
- 1.5% return rate = \$29 per lead
- 2% return rate = \$22 per lead
- \$410 per 1,000 at 10,000 mailers a week
- \$405 per 1,000 at 20,000 mailers a week

## Mortgage Protection Leads

### Pay per mailer

- \$565 per 1,000 mailers
- 1% return rate = \$56.50 per lead
- 1.5% return rate = \$37.70

### Pay per lead

- \$43.78 per lead must prepay \$750

### Qualified Mortgage Lead Program

- \$40-\$65 per lead depending on county
- Minimum order of 12 must prepay
- 90 day exclusivity
- Age 70 and under
- No language barrier guarantee
- Valid Phone number
- Minimum Mortgage amount of \$50,000

### 2<sup>nd</sup> Chance leads

- 90 day old leads \$8
- 3-9 month old \$3
- 10 month+ \$1

# **TRAINING SCHEDULE**

## **CONFERENCE CALLS**

**Friday 10:00AM - Sales Training Call**

**Friday 11:00AM - Leaders Call**

## **JANUARY BOOT CAMPS**

**10:00AM - 5:00PM - Training**

**7:00PM - 8:00PM - Business Overview**

- **1/2/13 - Plainfield, CT and Navarre, FL**
- **1/9/13 - Atlanta, GA and Sacramento, CA**
- **1/16/13 - Baltimore, MD and Orlando, FL**
- **1/23/13 - Newark, NJ and Seattle, WA**