

## Mindset for the Phone Call

FINAL EXPENSE

In preparing to make your phone calls, you must keep in mind the following:

They filled out the lead card and mailed it in. They're asking for your help. You need to get through the mental barrier that you are a bothersome sales person.

These people do indeed need your help, and YOU need to believe in that, and have that confidence before you ever sit down to make your phone calls, or before going to see them in the home.

Your job on the phone is to simply make the appointment... nothing else! You are not going to ask questions about their finances, or if they currently have life insurance or a burial plan or what the name of their pet is.

If you try to qualify them over the phone, you are shooting yourself in the foot... it's like taking a dangerous short cut. Sometimes it may work, but most of the time it does not.

Stick to the script and get in front of them. Let them meet you in person and get to know you. Chances are they will like you, and want to work with you and refer you to others.

Believe in yourself... and they will too.