

Setting Appointments with Older Leads ~ Part II

FINAL EXPENSE

b) “We sent that thing in months ago?”

Response: "I understand... but we get so many of these requests that my schedule fills up so fast that if I happen to call and you don't answer, I cycle on to the next one and so by the time I get back to yours, it could be a few weeks. Of course, it would only take about three or four times of your not being home when I call to turn this timeframe into a few months because of how many good folks like yourself send these requests in, and because of how fast my schedule fills up. The good news is we are talking right now and I do have a couple of openings in my schedule for this week, though I do have one important question to ask you, HAS YOUR HEALTH CHANGED DRAMATICALLY SINCE YOU FIRST SENT THIS IN? They will say no 99% of the time, your response is "Good," I can see you on either (DAY "X" or DAY "Y") to get your info out to you and go over it.

Remember it's pretty basic, and this will only be about a 15 to 20 minute get together based on what you sent in so which day/evening works better for you/you guys/you of both?"

NOTE: The idea here is to dominate or steamroll them. ASSUME the close from the moment they answer the phone and make it a reality!

c) “We are no longer interested”

Response: NOTE - These people have probably been seen by a lousy agent and didn't take action. Usually in their mind they couldn't afford it, but the reality is that the agent probably failed to show value! You must hit these people right between the eyes quickly and decisively.

Your response will be: "Oh no, it sounds like you met with that agent that has been running around this area "overpricing" everyone. Did somebody already give you a quote?"

NOTE - Hopefully they say "yes" because remember, people don't decide NOT to protect their biggest investment for their most beloved people after they fill out a lead. They simply get "mishandled" by a bad agent! If they answer "NO" you say: "Well based on the info you have provided here, I can give you a quote for protection and I would be happy to do that at no cost or obligation to you." From this point, you need to work your way into an appointment with them based on "quick and easy, gregarious nature of people, no obligation if you visit them, help me do my job" (the help me do my job one is where you basically say "look my job is to get the info out to you and return your original reply to you so I can cross you off the list, get this out of circulation and move on, etc.; what you do with the info once you have it is up to you. If you have any questions I will be happy to answer them while I am there.")