

Setting Appointments with Older Leads ~ Part III

FINAL EXPENSE

If they say "YES" to the original question "did somebody already give you a quote" you say "Oh darn, just as I suspected ... I bet you were "over quoted." "Just out of curiosity, about how much did they tell you it would be per month ... BALLPARK?" Whatever the amount is, your response is always the same ... "oh that's way too much, we need to get together so I can drop off the info I have for you based on what you sent in. I'm already going to be out in the area seeing a number of other good folks like yourself (sound familiar??) and it's only about a 15-20 minute get together to get this info out of my hands and into yours.

Remember, what you choose to do with the info once you have it is up to you. My job is to just get it out to you, answer any questions you have, and then I'm on my way.

So would (DA Y "X" or DAY "Y") work better for you, you guys, etc.

d) "Who is this, what are you calling about. I don't remember sending anything in."

Response: This is an easy one. Help them remember by saying, "this is the program that would pay off your home if something happened to you. You listed your D.O.B. as X. Review the info until they remember. Proceed from there. This will turn into objection 1, 2, or 3 above. The key things to remember here are to use the basics. "Gregarious nature of people," and "a brief, nonobligatory get together."

Believe in yourself! If you can get in front of them, you can make great things happen!