

For every lead that you receive... which is really a request for protection, there was a “moment” when the person filling it out already decided to buy. That moment never goes away; it just slides slowly back down, deep into their mind until you bring it back to the forefront.

However, if you sound like a telemarketer on the phone, or a life insurance “sales person” while in the home, or anything other than a final expense specialist, the consumer will almost immediately shut down.

That's why it's imperative that you to follow the scripts and keep it **simple**. It works.

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