



MINDSET AND ATTITUDE DURING YOUR DIAL CALL

In order to assure your success closing your sale, starts with the discussion or dial call prior to your meeting your Prospect. As you are acutely aware, **we do not cold call**. You have good money for a Prospect Lead we cultivated from the individual you are speaking with. This is the same Insurance Prospect needing to speak to an Agent regarding Purchasing Final Expense Life Insurance Coverage.

“This specific Prospect is concerned about the financial health and future of their family and ultimately worried about the effect their costly funeral will have on their loved ones if he or she were to die”.

The discussion you have with this Prospect is integral to ensuring your success. Your **A-T-T-I-T-U-D-E** is one of ongoing **ASSUMPTIONS**. You are not visiting to provide information for the next agent to close the sale. You are setting up an appointment to provide pricing and close the sale – Period!

You are not calling to see if they are interested in meeting with you. You are calling to schedule a time to sell them the policy they want and need.

You are not meeting with them to just review pricing. You are there to sell them the policy they want and need. You’re there to relieve the guilt they feel as a result of not maintaining insurance protection for their family.

Your attitude throughout this call and your later meeting is – **A-S-S-U-M-I-N-G T-H-E S-A-L-E**.

- You are not calling to merely make an appointment to provide information, you’re an agent to sell them the Life Insurance Coverage they already told you they need – PERIOD.
- During the call besides setting up a time to meet, you will be establishing rapport and collecting information. Do not get trapped into selling their policy over the phone. You need to accomplish the following during the call:

Obtain a date and time to meet them “in person”

Obtain the name and address of their Beneficiary or Beneficiaries and their relationship.

During the call Prospects are always inquisitive and will ask questions:

- **QUESTION:** How much is this going to cost?
- **ANSWER:** I don’t have a specific answer for you. They’re different for everyone. Age, health, amount of coverage. But let me put your mind at ease. I have a policy for every budget. Most importantly, it will be sufficient to pay for a Funeral from \$15K to 20K (National Average), with money left over to pay other expenses such a full 30 to 60 days of family’s monthly bills.

We will discuss many other questions and answers during training.