

## **First / Third Approach - B2B**

### **Rapport (use only one question)**

1. So, how long have you been in business?
2. I really like the feel of your shop. How long...
3. These \_\_\_\_\_ are really interesting, how long have you carried this line?

### **B2B Approach**

Hi. My name is Jeff.

I'm with a company called Family Heritage.

I'm the one who is talking to all the folks here in the Vail area about cancer. I know cancer is not a pleasant subject, but it seems to affect a lot of folks here in the Vail area.

Do you have a few minutes that I might share some information with you?

**Yes.... Open your demo book...**

Or

**No.... Thank them for their time and leave.**

Or

**What are you talking about / are you selling something?**

We have a program that pays cash directly to you if you or anyone in your family may have to deal with cancer.

But the best part and why everyone here in the Vail area likes our program, is that if you never get diagnosed with cancer, we will give you 100% of your money back.... pause... pause... pause...

Do you have a few minutes that I can share some information with you?

**(Move into the Demo or pull out your calendar and schedule an appointment)**