

The below steps when sitting with a client, are, in my opinion, non-negotiables. If you skip or rush any of these steps or questions, you allow the potential client to take over your presentation... so... if you fail to make the rules of engagement, your client will take over and now you play by their rules!

If you are starting to feel uncomfortable as you approach these non-negotiable steps... good! You should! But, as you do it more and more, you will realize how this helps you separate the buyers vs the non-buyers.

The presentation (Demo)

Page 8 - Simple, Affordable, if you like, let's get you enroll, if not just tell me no. Would you like to see the different coverage options and more importantly what it might run monthly for you and your family?

Page 13 - Boxed Q – what do you like so far? The fact we pay the money directly to you, no lifetime limits, not taxable, use the money however you like... what do you like best?

Page 20 – Commitments. 30 benefits, \$80,000 / month for the Elite, no lifetime limits. What do you think that might run monthly for you and your family?

Page 23 - Money back – go to page 1

Question – based on the ACS stats, do you think it's possible that you, or your family might have to face cancer in the future?

Question – page 3 iceberg – and can you see how if you had this policy, we could help you deal with the indirect costs your health insurance doesn't cover?

Question – and if, God forbid, you did get diagnosed and you had this policy, how would that make you feel?

Great! Well before we can go any further, I need to see if you qualify for our policy... would you like to see if you qualify?

Ask the 5 questions.... Congratulations! You qualify!

Break eye contact, look at the app, and ask "so Joe, do you get your mail at a street or P.O. box?"

Hope this helps!