

Your New Career With Pinnacle Brokerage Firm

The Path To Follow!



Developing a Sustainable Sales Career For Life

The very first thing that each person who joins our organization needs to clearly understand is that, THIS IS YOUR BUSINESS!! We are here to give you the path and the support to build a successful business but it will only become that way because of the personal efforts you decide to put forth.

This packet will give you the necessary path to follow and tasks to do each day along the way in order to run a business that will sustain you and your lifestyle for many years to come. Now you can't pick and choose what to do or what to follow. You HAVE to do each and every detailed task that will be covered in this outline in order to really build your business to a successful and profitable company.

The idea of developing a *lifestyle* business is very appealing. The only problem with most people that want to build a business like that is that they are expecting to build it in just a few short months or a few short years. They want the *lifestyle* now, and are not willing to follow through on all of the work that has to be done up front that allows the *lifestyle* they desire to follow.

In owning and or building your own business there are many failures you will have to overcome and fight through. There are many obstacles that you will encounter that you will have to overcome. There are many tears you will shed along the way of developing anything of substantial worth. BUT.... it's all worth it in the end.

You CAN build a business of worth here, you can have the financial security you desire here, you can have the balance that eludes so many during their lives, you can have the *lifestyle* you desire here, and you can make a difference here!

This is your atlas. This is your road map. This is your Bible. Work it, Live it, and follow it to the "T"! Don't waiver in any form and you will be sure to "Secure Your Future".

Your First Year Commissions

1st way you earn money!

- The average yearly premium is \$900.00
- When you make a sale, you only collect the first month's premium. All future premiums are collected by the company.

You earn **30% commission** per sale.

- The average first year sales professional will sell 5 out of 25 to 30 presentations per week.

GROSS EARNINGS INCOME EXAMPLE

5 applications / week
x \$925.00 annual premium
\$4,625.00 gross annual premium

x 4 weeks a month
\$18,500.00 gross annual premium

x 30% commission rate
\$5,550.00 gross earnings per month

x 12 months
\$66,600.00 gross earnings per year

Your Renewal Commissions

2nd way you earn money!

- Beginning with the second year, you will be paid a renewal commission for every active policy.
- You earn a **2% renewal commission** for the life of each policy sold.
- The average policy will stay on the books with Family Heritage 10+ years.
- Your “Vesting Schedule” is one of the fastest in the industry. You will be fully vested after only five years. Our vesting plan locks you into a permanent income regardless of your future affiliation with Pinnacle Brokerage Firm.

Yr. 2 = 50% Yr. 3 = 60% Yr. 4 = 70% Yr. 5 = 100%

Net Income Renewal Earnings Example

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
Sales	\$225k	\$225k →	\$225k →	\$225k →	\$225k →
1 st Yr. Income	\$66k	\$66k →	\$66k →	\$66k →	\$66k →
Life Renewals	\$45k	\$4000 →	\$3500 →	\$3000 →	\$2500 →
		\$45k	\$4000 →	\$3500 →	\$3000 →
			\$45k	\$4000 →	\$3500 →
				\$45k	\$4000 →
					\$45

After just 5 years you will have an annuity built up of approximately \$225,000 that will be paid out to you, and or your beneficiaries for life!

To figure out the net renewal: \$225,000 x 2% = \$4,500 x 10 years = \$45,000

Developing A Sustainable Sales Career For Life

Cold Calling to Build Your Business

Will we have to cold call in this business? Absolutely. Will it be like the old days of selling books or how most of us have sold insurance up until this point? Absolutely not! The vast majority of sales jobs, especially in our industry, require a certain amount of cold calling, or prospecting. Normally, a large amount is required up front while one's building his/her business, and the amount gradually dies down as one adds to his/her network of referrals.

Why is it then that some of our agents who've been here for over three or four years are still cold calling 95% of the time? In most cases, it's complacency. If something works, why change it? Well, what if adopting this new system not only increased your sales dramatically but also gave you an entirely fresh and positive outlook on your career?

That's exactly what it will do! So, whether you've been here for three or four years or just three or four days, following this new system step-by-step will transform you from a door-to-door insurance salesperson into a truly professional financial consultant!

What you do your first three months while following this new system will not be and *cannot* be what you do your next three months. And what you do your first six months while following this new system will be different than your next six months. And by the time your second year of following this new system comes around, you'll be able to write the same amount of business as your first year in 30% less time!

The Three-Phase Process Towards A Brand New Career

There are three phases to this new system, and your advancement from one phase to the next is entirely up to you. Some of you will catch on more quickly, while others will simply put in more effort. Bottom-line,

you determine the pace of your success; the following is simply a step-by-step outline to ensure that success.

Regardless of how long you've been with Family Heritage, everyone needs to start right here. If you're looking to have the career you've always wanted and to live the lifestyle you've always dreamed of, these are the steps to follow – no exceptions!

Phase I: “Building Your Foundation”

- Lasts 1-3 months
- 100% cold-calling
- 500 *qualified* referrals
- 4/5 principle

Phase I is all about building a solid foundation for your business. This includes good habits, proper discipline, a network of referrals, and lots of activity. This is the cold calling phase!

The number one way to build any business from the get-go is lots of activity. Cold calling allows you to see twice the number of people you would have if you were chasing down referrals. During this phase, your work stats should revolve around two key principles: consistent start/stop times and lots of activity. Your schedule is vital, and you should focus on the “4/5 principle”, accomplishing four out of the five following tasks each day:

- Working 9 hours
- Giving 6 presentations
- Selling 1 policy
- Collecting 20 referrals
- Getting 1 field recruit (name of someone to contact)

What you're doing is developing the proper habits and discipline to move into Phase II of your business. The primary goal of Phase I, however, is to build a network of 500 *qualified* referrals. A *qualified* referral includes the following:

- Name
- Best contact number
- Address (especially zip code)
- Where they work

- Who referred them

You'll want to use the standard Family Heritage referral sheet (see Appendix A). No more tic-tac-toe sheets, no more random sheets, no more notebooks. You'll see why this particular sheet is important later. Once you've collected 500 *qualified* referrals and cold called for at least one month, you're ready to move on to Phase II. Cold calling during this phase is absolutely necessary. You're not just developing the right habits and disciplines, you're also preparing yourself to be able to teach and train others later. Until you've collected 500 *qualified* referrals however, you need to stay in Phase I. This phase will last most people anywhere from 1-3 months, but again, the pace of your success is entirely up to you!

Phase II: "Becoming a Professional"

- Lasts 6-9 months
- 30% cold calling
- Phone appointments
- Referral-based business

Phase II will feel completely different than Phase I. As mentioned above, cold calling is a key part of our business, especially in the beginning as you're building a foundation. However, an entire career of nothing but cold calling is enough to send anyone to a mental institution.

In Phase II, you will begin to contact your 500 referrals. Using the phone scripts provided later on, you will set appointments on Friday's from 8:00 AM to 1:00 PM for the following week. Your goal will be to set anywhere between seven to ten appointments for each week. Whatever you don't finish on Friday morning you can complete on Sunday evening.

Statistically, if you schedule seven to ten appointments, six to eight will show up on average, and because they are all direct referrals, you'll typically close four or five of them. How does this translate? All of the pressure of cold calling and starting at zero is taken away! If you begin every week with seven to ten solid appointments, you know in your gut that you've probably already hit your string; it's just a matter of showing up and going through the presentations!

Instead of hopping from one appointment or referral to the next however, you will immediately T-approach the adjacent houses. This is where you approach the houses immediately adjacent to and across from the house you just called on. And you do this whether your appointment showed up or not. Before heading to your next appointment (assuming it's not immediately following the last one), make sure to approach all the houses around the one you just left.

When you have appointments scheduled throughout the day, small doses of cold calling feel *completely* different than doing nothing but cold calling all day long. Anyone can handle an hour here or two hours there, knowing that solid appointments are right around the corner! Doing this will keep your activity at a consistent level, keep you completely engaged during the day, and lead to plenty of unexpected surprises and extra sales.

Phase III: "Client Management"

- Coincides with Phases I and II
- Revisiting new clients one month later
- Lowering cancellations
- Reselling (tacking onto) old clients

In almost every other company in our industry, follow-up is just as, if not more important, than the first contact with clients. Why is it then that aside from a quick thank-you note most of us never talk to our clients again after the point of sale until they call us to either file a claim or to cancel their policy? As a true professional following our new system, this is no longer acceptable.

Effective immediately, we will begin following up with our policyholders exactly one month after they purchase their policy. The purpose of the follow-up meeting will be threefold: explain how their policy works, get more referrals, and demo a second or third policy. By taking the time to walk our clients through their policy (which almost every other company in our industry already does), this creates a new level of trust and security that's never achieved by a mere thank-you note or random phone call. This heightened trust inevitably leads to more referrals and the beginnings of a true relationship. And ideally,

that's the goal of Phase III, developing long-term relationships with our policyholders.

There are numerous ways to develop and maintain these relationships over the long run without spending huge amounts of time:

- Sending birthday cards, Thanksgiving cards or Christmas cards
- Creating a list-serve and emailing your clients once a quarter
- Visiting your clients personally once a year
- Contacting your clients by phone sporadically
- Sending out a quarterly or bi-annual newsletter

On the surface, these activities may seem to be unnecessary and counterproductive to your selling efforts. But the exact opposite of this is true! It's the lack of doing these things that's costing you hundreds of thousands of dollars in the long run and making your business more stressful than it needs to be!

How is this costing you hundreds of thousands of dollars? If you sell a policy to a random person you cold called and never contacted that person again over the next year or so, it's *very easy* for that person to cancel their policy. They haven't heard from you. They're not tied to you in any way. And as far as they're concerned, your company may not even exist anymore! If we're depending on our renewals to be what they're supposed to be, the persistency of our business needs to follow suit. And if the majority of our clients are cancelling over time due to a lack of follow-up on our part, we deserve to have a monthly renewal check that's not worth getting excited about!

If, however, you develop a relationship over time with your clients, it's much harder for them to drop their policy. Yes, money is money, and when people run out of it, they have to cut expenses somewhere. But, if you've built a relationship with them, they're much more likely to call you and ask about cancelling as opposed to just cancelling on their own. In my experience, of all the clients that called me personally to cancel, 80% of them ended up keeping their policy or just downgrading it to a lower premium.

Better relationships with your clients also lead to a greater number and quality of referrals. When your clients hear from you once every

quarter or so, they develop a greater and greater trust in both you and the company you represent. It's easy to refer friends and family members to people you *enjoy* doing business with. And in time, you'll find that your clients will actually begin calling you to give you referrals and names of people who are very interested in what we do.

How does following up with your clients make your business less stressful? It's much easier to tack on policies to clients you've built a relationship with than with those you haven't. People like doing business with people they like. And if someone likes the cancer policy and appreciates the service that you provide, there's a high likelihood that he/she will purchase other products from you in the future.

After a year of following this new system, 30% of your new business will come from *existing* clients, and another 60% will come from the referrals of these clients and others. That leaves approximately 10% of your business coming from new cold calls, which is dramatically less than what most Family Heritage veteran agents do today.

If we continue to look at this business as a short-term job that's meant to pay our bills and give us a lot of time off, we'll never experience the full potential of what this career actually offers. A career with Family Heritage is not designed to meet your needs on a monthly basis. Most salary-based jobs do that. This career, when done the right way, is designed to meet your financial needs for life! But it takes time!

Transitions

Learning to effectively use transitions throughout your presentation will save you hours of time each and every day. Too many newer agents (and even older ones) are so afraid of hearing a prospect say no that they push through the entire presentation regardless of the prospect's interest. Over a week's time, this leads to hours and hours of wasted time, and it can easily drain you during the day. Who likes spending lots of time with uninterested or unqualified prospects?

There are a couple of key points that need to be hammered home before going into the benefits with every prospect you meet. In fact, if these points haven't clicked or connected with the prospect, it's almost

pointless to spend an extra 15-30 minutes going through the rest of the presentation. And their odds of buying are slim to none!

Step 1: Prospect must admit it's possible to get cancer

Firstly, the prospect must accept and acknowledge the fact that it's possible for him/her to one day be affected by cancer. If the prospect is convinced that he/she will never be affected, he/she will not buy a cancer policy. Regardless of how persuasive you are, if the prospect is "invincible", he/she will not buy. Quit demoing, hand them a business card, and ask for referrals before leaving.

Step 2: Prospect must admit how devastated they'd be

Secondly, the prospect must internalize and admit that if cancer were to happen to them, they would be in serious trouble. If the prospect doesn't grasp this, they probably will not buy because a need has not been created. The way you bring the prospect to this point is by asking questions over and over again in various ways until they finally admit how screwed they would be if something did happen. This all happens on the indirect cost page, and you may end up asking between 25-30 questions to get the prospect to this point of recognition. Examples of questions you may ask include the following:

- "If you or your spouse couldn't work for 6-9 months, how would that affect your family's income?"
- "Which one of these living expenses would affect you the most?"
- "How would you take care of a \$40,000 medication that your insurance doesn't cover?"
- "Who would take care of your kids if you were both travelling back and forth to the hospital?"
- "When do you think families find out about these costs?"
- "Which one of these indirect costs would affect you the most?"
- "Other than your savings, what kind of back-up plan do you have in place if something like cancer were to happen?"
- "Have you ever thought about this kind of stuff before?"

Step 3: Prospect must be qualified before continuing demo

Thirdly, the prospect must be qualified before going through the benefits and rest of the presentation. A qualified prospect has a checking account with checks and is able to make a decision that day! If the prospect doesn't have a checking account, the other spouse needs to

be present, or the prospect refuses to make a decision that day, the odds of making a sale are again slim to none. Quit demoing, schedule a time to come back if necessary, and ask for referrals before leaving.

If any one of the three items above is not properly accomplished, continuing the presentation for another 15-30 minutes is utterly pointless. You'll be wasting hours of time every single day and costing yourself hundreds to thousands of dollars every single week.

Finally, don't forget to ask trial closing questions throughout the entire presentation, not just the benefits portion. Don't be afraid to ask questions like "isn't that handy" or "how am I doing so far" or "doesn't that make sense" throughout your demo. If people are with you, they'll let you know. They'll be nodding their heads, paying attention, and verbally answering your questions. If they're not with you, they'll be doing the opposite. They'll be almost motionless, completely absentminded, and quickly answering your questions just to rush you through the rest of your "pitch".

Solidifying Your Sales

Oftentimes solidifying our sales is either overlooked or not given the attention it deserves. Buyer's remorse is one of our greatest enemies as salespeople. We can never eliminate it, but we can radically lower the chances of our clients feeling it. This completely depends on how well of a job we do solidifying the sale.

In the past, most of us simply handed over a "welcome packet", hurriedly rushed through it, and possibly sent a thank-you note a few days later. This is *not* solidifying the sale, at least compared to what's expected with the new system. In the next few sections, how to solidify your sales is outlined in detail. But generally speaking, you'll do so by having the applicant write their reasons for purchasing the policy on the top of the application and by visiting the client one month later to go over and explain their policy.

The Exact Way to Ask for Referrals

Referrals are the lifeblood of your business. Statistically, Family Heritage agents close 70% of their direct referrals compared to only 30% of the prospects they cold call. Some agents close an average of 90% of their direct referrals. With a success rate of two times or even *three* times greater than cold calling, why wouldn't everyone transition into a referral-based business as quickly as possible?

Everyone has their own way of gathering referrals, but unless you're collecting an average of 10-12 from every person you sit down with, there's definitely a more effective way of doing so. The following two sections explain verbatim what needs to be said to ask for referrals. The first section explains how to get referrals from prospects that don't buy, while the second section explains how to get referrals from prospects that do buy and how to solidify the sale.

Option I: Prospect does not buy

- Get them to admit it's a good product
 - "Hey John, I totally understand if this isn't the right time for you guys. I'm going to leave you one of my cards to hang onto if things change any time down the road."
 - "Wouldn't you agree that if something did happen though, it would be nice to have something like this in place? So, we can at least agree that this is a good product? Awesome!"
- Ask for their help real quick
 - "Can I ask for your help with something else then real quick? I know that we just met today, but I'm actually building my business into a warm-market business, a totally referral-based business."
- Who do you know
 - "Let's say we could look into the future. Who do you personally know that if three years from now you knew they were going to get cancer and we paid them tens of thousands of dollars that it would help them maintain the lifestyle that they're currently living?"
- Pull out your phone

- “Most people that I talk to have anywhere from 150-300 contacts in their phone. John, I’m obviously not looking for that many people. I’m just looking for 15.”
- “Who are the 15 closest people you know that if they were to get cancer three years from now and we paid them tens of thousands of dollars that it would help them maintain their current standard of living?”
- Leave referral sheet and go to the restroom
 - “I’m going to leave you this sheet real quick, and while you’re filling this out, do you mind if I use your restroom?”
- Come back and fill in the rest of the details for the referrals
 - Addresses and where they work

Option II: Prospect does buy – Fill out **entire** application first

Solidifying the Sale Part I

- Ask prospect open-ended question and give choices if necessary
 - “So John, why did you decide to get this today? Was it the wide range of coverage or the refund of premium or did you just fall in love with the salesperson?”
 - “Besides that, was there anything else?”
- Have prospect write the reasons on their own application
 - “Could you do me a favor real quick? Could you write down those reasons at the top of your application?”
 - “Why do you think I’m having you do this?”
 - “Exactly, most people forget why they purchased this two to three years down the road, but this is meant to serve as a reminder to you.”
- Dime close with option A or B
 - “And I just wanted you to know John that you didn’t spend a dime today! Option A is you or your wife gets cancer somewhere down the road and we pay you tens of thousands of dollars to help you get through it. Option B is you and your wife never get cancer and we refund all of your premiums.”
 - “So in the long run, how much does this actually cost you? You’re exactly right; it costs you nothing! It’s a totally win-win situation.”

Solidifying the Sale Part II

- Ask for their calendar or planner
 - “Hey John, do you keep your calendar in your phone or do you write all of your appointments down on a physical calendar? Could you grab that real quick?”
- Schedule the delivery appointment
 - “Okay, today is December 21st. I’ll put your policy in the mail on Monday, December 27th. You should receive it in the next two to three weeks, but I’m going to go ahead and schedule an appointment to come back on January 21st to take you through your policy. It won’t take me more than about ten minutes, but I want to make sure you know exactly how it works and how to use it. If I come back a month from day, is this normally a good time of day to catch you? Perfect! Then, let’s say January 21st around 3:00pm.”
 - (When you’re on trainmores, schedule a time to come back the next time you’re in that area, three to six months later.)

Asking for Referrals from Buyers

- Ask for their help real quick
 - “Can I ask for your help with something else real quick? I’m actually building my business into a warm-market business, a totally referral-based business. In fact, I only talk to the people that I’m sent to.”
- Who do you know
 - “Let’s say we could look into the future. Who do you personally know that if three years from now you knew they were going to get cancer and we paid them tens of thousands of dollars that it would help them maintain the lifestyle that they’re currently living?”
- Pull out your phone
 - “Most people that I talk to have anywhere from 150-300 contacts in their phone. John, I’m obviously not looking for that many people. I’m just looking for 15.”
 - “Who are the 15 closest people that you know that if they were to get cancer three years from now and we paid them tens of thousands of dollars that it would help them maintain their current standard of living?”
- Leave referral sheet and go get their welcome packet

- “I’m going to leave you this sheet real quick, and while you’re filling this out, I’m going to go out to my car and grab your welcome packet real quick.”
- Come back and fill in the rest of the details for the referrals
 - Addresses and where they work

Setting the Delivery Appointment

In almost every other company in our industry, agents make proper follow-up a top priority. Returning to explain how the client’s policy works is an absolute necessity. The exact words used to schedule this appointment are explained in the above section under the heading “Solidifying the Sale Part II”.

This may seem like extra work on the front end, but it will lead to extremely beneficial results in the long run: greater trust between you and the client, greater number of referrals, greater quality of referrals, and greater opportunities to demo other products.

Getting the Last Few Referrals to See Today

Once you’ve finished collecting referrals from your prospect (whether they bought or not), there is one more thing you need to do before leaving. As you’re walking out the door, turn around and ask the prospect if there are any people that you could go see right away that would definitely be home. This section is not intended for Phase I of your business. You will not be calling on any referrals until you’ve collected 500. Until then, you’re still cold calling 100% of the time.

Option 1: They can’t think of anyone.

If they can’t come up with anyone, ask for pre-approach for the surrounding neighbors and go ahead and do your T-approaches.

Option 2: They think of someone very close by.

If they refer someone very close by such as a neighbor or someone less than five minutes away, go ahead and go see that person immediately.

Option 3: They think of someone farther way.

If they refer someone over five minutes drive from where you currently are, go ahead and T-approach the immediate neighbors and then go catch the referral that should be home. If they're not home when you get there, T-approach the neighbors around that prospect's home and catch them on a later date.

Delivering and Explaining Their Policy

When you show up for the delivery appointment, there are four primary objectives:

- Explain how the policy works
- Collect more referrals
- Demo a second or third product
- Schedule a life insurance appointment

Step 1: Explain how the policy works

This is relatively simple. Have the client pull out their policy and just go through the essentials: where is their policy number, where are the claim forms, how do you fill them out, what's the fax number, what's the customer service number, and remind them of a few of their benefits. Physically highlight these key pieces of information as you go through it with them and constantly reassure them that if they ever need anything that they're more than welcome to give you a call.

Step 2: Collect more referrals

Once you've explained their policy to them and how it works, pull out the original sheet you used to jot down their referrals and say the following:

- Compliment their decision to purchase the policy
 - "I'm so glad that you made such a great investment for your family. If one of you ever gets really sick, we'll pay you tens of thousands of dollars and if nothing ever happens, you'll get all of your premiums back. What a great deal, huh?"
- Collect more referrals
 - "Well, I'm very excited for you guys. It's such a great feeling to know that you'll be taken care of if anything serious ever happens. And the more people I talk to lately, the more

they're wanting me to make sure all of their friends and family members have the same opportunity for protection as they have."

- Slide referral sheet across the table
- "I know I was somewhat in a rush the last time I was here, but can you think of at least 10 more people that if they were to get cancer three years from now and we paid them tens of thousands of dollars that it would really be a blessing to them?"
- Go grab your demo book
 - "While you're filling this out, I'm going to go grab one more thing that I forgot to show you the last time I was here."

Step 3: Demo a second or third product

Once your client knows that you're truly there to help them out, it's much easier for them to trust you as their financial consultant and not just a random insurance salesman. Again, your goal is to develop a long-term relationship with all of your clients. This will inevitably lead to more referrals and repeat business with many of your clients.

- Desire for long-term relationship
 - "John, one of the things I can't stand about most insurance agents is that they sell you something and you virtually never hear from them again."
 - "Well, I'm not that kind of agent. You'll get occasional emails from me, updates about our company, and most definitely some awesome Christmas cards. Ideally John, I'd like to become somewhat of a financial consultant for your entire family and help you with all sorts of situations that may come up down the road."
- Transition into the heart or accident plan
 - "For example, the last time I was here we talked primarily about cancer. But wouldn't you agree that heart attacks and strokes (or accidents) are just as much of a concern for families these days? In fact, who's the closest person you know, friend or family, that's been affected by a heart attack or stroke?"
 - "Well, I forgot to show this the last time I was here, but it works the exact same way as the cancer plan. It pays money

- directly to you guys if something ever happens, but you get all of your money back if it never does.”
- “I’m going to run through the benefits real quick with you, and if you like it, great; if not, no big deal. But I wanted to make sure you knew that this was available.”
 - Demo the heart or accident plan
 - You can bypass all of the introduction and building a need stages because they already understand that it works the same way as the cancer plan. All you need to do is run through the benefits and quote a price. This should not take more than about 5 minutes total. They’ll either get it or say no thanks at this time.
 - If they want to get it, sign them up! Let them know that they can choose a separate drafting date than their original plan and that the second plan will work the same way as the first (no need to come back and re-explain).
 - If they decide to hold off, *let them off the hook immediately!* Remind them that you just wanted to let them know what else was available and that you’ll probably bring it up again sometime down the road.

Step 4: Schedule a life insurance appointment

Regardless of what your client decides on the second product you demo, the last objective of this meeting is to schedule an appointment one month later to demo the Family Heritage Life Product. As you’re closing your demo book and packing up your things, say the following:

- Introduce product
 - “Hey John, before I go I just wanted to put one more little bug in your ear. Have you ever thought about what would happen to you guys financially if you or your wife suddenly died?”
 - “I know it’s not a very fun subject to talk about, but how are you guys set up with life insurance?”
- Schedule appointment one month later
 - “Well, the reason I ask is that our company has a very unique life insurance product. Ours has a refundable portion just like all of our other plans, so it doubles as a savings plan and life insurance policy.”

- “I don’t have time to go through this today, but if I were to come back one month from today, is that something you’d want to take a look at for a quick 15 minutes?”
 - If yes, schedule the appointment one month later.
 - If not, say no big deal. Thank them for their time and send a follow-up email the next day again appreciating them for their time and business.

Setting Up Your Referral System

If referrals are the lifeblood of your business, having a system to organize them is absolutely vital. And organization is the key. Too many random sheets and notebooks of referrals get lost if they’re not properly filed or organized. This is your *business*, not a random summer job. And successful businesses are highly organized and keep impeccable records of everything!

Here are the supplies you’ll need:

- Filing box to put in your trunk
- Standard Family Heritage referral sheets (15 spaces)
- Four different colored highlighters

As you collect referrals from prospects, you’ll organize them *chronologically*, in the order that you received them according to who referred them. For example, if Betty referred 11 of her friends on Tuesday and Jane referred 9 of her friends on Wednesday, the referral sheet with Betty’s name at the top would be *in front* of the referral sheet with Jane’s name at the top in your filing box.

To avoid confusion later, use one referral sheet for every prospect you come across. Don’t put the referrals of four or five different prospects on the same sheet. This may save space and paper, but it only leads to confusion and headaches six months down the road. Keep it simple. Use only one referral sheet per prospect. That way you can always add to it in whenever you visit them again in the future.

Once you’ve reached Phase II of your business, you’ll begin to contact your referrals by phone to schedule appointments with them. Your

phone times will be Friday mornings from 8:00 am to 1:00 pm and then Sunday evenings if you haven't hit your goals by Friday afternoon. Your goal is to schedule 7-10 appointments for the following week.

When calling to schedule appointments, be aware of the areas where people live. Don't schedule an appointment on Monday at 3:00 pm and a second one at 4:00 pm in a town that's thirty minutes away. Make sure to schedule appointments in similar areas. That's why zip codes are so important, especially in larger cities of over 100,000 people. If one of your referral sheets has 15 referrals on it, you may call all 15 and only six people answer. And of the six, you may only schedule an appointment with one of them. How many referrals do you have left on that sheet? NOT 9! You still have 14 referrals! Make a note on the sheet of the ones you contacted and then re-file the sheet to the back of your filing box. Once you come across the same names 3-6 months later, you can call the ones that never answered and plan to personally visit the ones that did. They won't remember ever talking to you.

Highlighting system:

Orange = Name at top of sheet (person who gave referrals)

Pink = Called but didn't schedule an appointment (personally visit later)

Green = Bought

Yellow = Demoed but did not buy

What to Say When Calling Referrals

Just like approaching for the first time or using your rebuttals, when you first begin making phone calls, it will seem awkward. You will stumble over your words. You will fail miserably at least once. But eventually, it will become second nature!

The purpose of calling referrals is to schedule an appointment to actually go through the presentation. If you catch yourself trying to sell the product over the phone, you've just become a telemarketer and completely missed the point.

Below are two phone scripts from two of our best in this business. The first one is from Jen Foster; the second one is from Tanya Long. Either

one of these phone scripts will work for you. Just choose the one you're most comfortable with and begin using it! Nothing feels more professional than showing up on time to a scheduled appointment and the prospect is excited about hearing about what you do!

Jen Foster Phone Script

OPTION I – Referral lives close by

- If they live close by where you are, I try to tell them as little as possible just like an approach at a door:
 - “Hello Betty, my name is Jen Foster and your sister Ann had asked me to call you and meet with you. I am actually just leaving Ann’s house and she mentioned you live close by. I figured since I was here in the area I would give you a call. Now I know she mentioned you live by the high school. I’m on Broadway right now; where would I turn from here?”
- If they ask what you are doing, just give them little pieces at a time like you would at the door.
- If they ask what are you needing to meet with me for?
 - “Well Betty, I just talk to families in the area about things like cancer and heart disease. I know it’s not the most pleasant subject but it affects many people and your sister thought it would be good if I met with you for a few minutes. Now, I’m over by Fry’s; where do I go from here?”

OPTION II – Setting appointments for future or lives far away

- If you are setting appointments for the future or with someone who lives outside your working area, you will want to tell them a little about what you do.
 - “Hello Bob. Do you have a few minutes? Great! Your sister Carol referred me to you and asked that I meet with you. I’m with a company called Family Heritage. We show programs that pay cash directly to you if you ever go through anything like cancer, heart disease, an accident or illness. Now, you might have your regular health insurance that pays doctors but we actually give you money to help with out of pocket expenses such as co-pays, deductibles, travel, time off, and other out of pocket expenses that health insurance will not cover. What’s great is that if you stay healthy you actually get all of your money back whatever

you do not use! Now, Carol didn't know if you would sign up or not, but she figured that you were open minded enough to take a look at it. Now, I know she mentioned you work during the day, so would tomorrow evening be better for you or Saturday?"

- At this point you work to get something on the books and make sure that if the person is married you are meeting with both of them or at least the decision maker!

Tanya Long Phone Script

"Hi, is this Larry? Hi Larry, my name is Tanya Long. We haven't met before, so you don't have to rack your brain as to who I am okay (pause for laugh or not)? The reason I'm calling is that I sat down with Michael and Jessica Jones last week, and they had wanted me to catch up with you and Rhonda because they thought you might be interested in what I do for them. Have you talked to Michael lately (wait for response)?"

- **If yes**, then "did he tell you that someone might be calling?"
- **If no**, then "well, the reason they wanted me to come see you is that they took out a supplemental plan with me (or cancer policy whatever you are most comfortable with)."

"What that does is if a family (or individual) ever goes through something major like cancer, a heart attack/stroke or a major accident, instead of paying money to the doctors and hospital, because that's what your health insurance does, we pay all of the benefits directly to you to help with out of pocket expenses. For instance, if you're not able to work or have to travel and have extra bills or just paying your regular bills when you don't have a full income coming in. But, the biggest thing that Michael and Jessica liked about the plan is that after a certain number of years if you don't use it, 100% of what you pay in gets refunded back to you."

"So, basically all I do is find a time that works to get together with you and Rhonda and just explain what it is, how it works, and all that. It doesn't take very long and I always tell people right up front that it may be something for you and it totally may not, but Michael and Jessica just wanted to make sure you guys got a chance to see what it is."

"I'll be working in Houston this week. Would Monday or Tuesday night work better for you? (OR) Is it better for you guys to meet at 5:30 pm one night or more after 7:00 pm?"

Objections

- If you get an objection like "I don't think we'd be interested."
 - "I totally understand, and like I said it may not be something for you at all. I always tell people it's worth looking at and seeing what it is and then making a decision. Are you open to at least getting some more information?"
- If this week is bad or the nights are bad
 - "When would be a better night for you? (OR) "When would you like me to check back with you?"

After setting appointment, "Okay, so that is Tuesday night at 6:30. Give or take a few minutes in case I'm coming from another appointment. If you need to get a hold of me for any reason before then, my cell is _____. Great, we'll see you on Tuesday."

Email Follow Up System for All Clients and Demoed Prospects

Thank-you notes are very personal and effective, but they can also be very time consuming and expensive. The money you'd save on stamps from sending thank-you notes can be used on the stamps to send either your Thanksgiving cards or Christmas cards at year-end.

In the place of sending thank-you cards, you can begin sending a quick email instead. After the prospect has completely filled out the application (*both front and back*), have them write their email address on the bottom of the application. Once you get home, you can quickly send your thank-you emails for the day in a matter of minutes. Copy and paste your standard thank-you note in the body of the email and add a quick personal note if you choose. You're saving money on postage and lots of time on personally hand writing your notes.

Once you begin meeting with your clients on the delivery appointments, you will also send a follow-up email afterwards thanking them again for their time and business and emphasizing your excitement about the

long-term relationship to come. These too should be standard notes that you use over and over again by simply copying and pasting.

You should write your own emails for both of these situations and use them religiously. Your own words will sound much more original, but make sure to get in the habit of using the same ones over and over again. Also develop the habit of emailing your stats for the day to your manager right after you finish your thank-you notes or follow-up emails. Doing this each night should not take more than 5-10 minutes.

What to Send in Your Email Campaign

An email campaign is a highly effective way of maintaining a long-term relationship with your clients that costs you the least amount of time possible. Doing this will dramatically increase the persistence of your business and definitely lead to more qualified referrals!

After you send your thank-you emails for the day, you'll want to add your client's email address to your own list-serve. And at the end of every quarter, you'll want to send a brief email to all of your clients highlighting two things: any updates company-wide and any updates in your own personal life. Clients like to hear that our company is doing well, and they absolutely love to hear about how their own personal agent is doing.

Filling Up Your Calendar a Month in Advance

As you begin to implement this new system, you'll find that your calendar book will begin to fill up very quickly. And all of a sudden, your entire mindset and outlook towards this business will change. Within 1-3 months, you will literally transform from a door-to-door insurance salesman to a truly professional financial consultant.

The greatest challenge for Family Heritage agents company-wide is getting out the front door and going to work. At times, an entire day of cold calling can be very daunting, so daunting that people choose not to go to work some days. With enough skipped days and late starts over a

year's time, it's no wonder that few people hit their goals or ever grow 20% each year.

The beauty of this new system is that it completely eliminates our biggest challenge and fear altogether. If on any given week an agent has 7-10 selling appointments, 5-7 delivery appointments, and 2-3 life insurance appointments, there's no longer an issue of debating whether or not to go to work. You *have* to go see the appointments you've set! And even when your appointments stand you up, there are plenty more people to see using the T-approach and other nearby referrals. Getting out the door is easy when you have 15-20 people waiting to see you! The job also becomes fun. It's one thing to wipe your feet at the front door and get rejected most of the day. But it's an entirely different feeling to be welcomed in to homes and to visit people who are happy to see you most of the day. Will we still be cold calling at times? You bet! But the monotony and drudgery of doing so all day long week after week is totally taken away.

Priority of Schedule for Week

Once you've entered Phase II of your business, your weekly schedule should be prioritized as follows:

1. Visiting your 7-10 selling appointments
2. Visiting your 5-7 delivery appointments
3. Completing 10-15 demos from your T-approaches
4. Setting your 7-10 selling appointments for the following week

This will lead to an average of 25-30 demos per week, and your closing percentage will skyrocket. You'll be calling on referrals and past buyers the majority of the time and cold calling with your T-approaches the other 30% of the time. Your mood will be better, your schedule will be better, and your bank account will be much better! Welcome to the world of becoming a true professional! I can't wait to see how your business radically transforms for the better in 2011!