

8 Keys to Lock in the Sale

1. Make a Friend – Bond & rapport

2. Find the Pain – Need – WHY

3. Qualify by asking each of these questions:

“What prescriptions have you EVER been prescribed whether you are taking them now or not? What’s the medication for?”

“Have you EVER had any hospitalizations, surgeries or procedures or treatments?”

“Tested positive for Covid? How long ago?”

“Height and weight?”

“What nicotine products have you used?”

“How’s your driving record? Speeding tickets, DUI’s Reckless driving?”

“Any criminal background issues?”

“Citizen, Permanent Residence, Visa or Greencard?”

“Do you have plans to travel to any foreign country, if so when?”

4. CALL from the home to select a product & confirm pricing

5. Present Options

6. Complete application (& phone interview if required)

7. Complete final pages of the ATM:

(ERS, Greensheet, Medicare needs, "Who can help us?")

8. CALL AGAIN BEFORE leaving the home - “pick up a check and pick up the phone”