

**PRACTICE ITEMS**

***The following items can be “topics for practicing” in the sales process:***

**PROSPECTING**

* Call Scripts
* PRES in initial dialogue (3-5 minute PRES)
* Asking for referrals
* Asking for introductions
* Quick answer on “why should someone do business with you?”
* Summary value proposition (elevator speech)

**TELLING YOUR STORY**

* Practice Priming Examples (problems from a big picture standpoint that can cost them money.
* Framing – Stories that capture a concept (band of pricing, victim, proactive vs reactive, etc)
* PRES
* Story Telling – Life examples that can relate to your value proposition.
* Quantifying – Qualitative and quantitative consequences of doing things right/wrong in risk and insurance.
* Good question asking in first meeting to create peer dialogue
* Handling objections:
  + I don’t have time for this process.
  + How will these changes impact my business?
  + Why can’t you just quote my insurance?
  + All that matters to me is the price of insurance.
  + How much will this cost?
  + Why is what you do any better than what a national broker does for me?
  + I don’t have any claims or losses.
  + My broker hasn’t done anything wrong.
  + I have a long term relationship with my broker.

**ASSESSMENT/QUESTIONING**

* Practice asking the different types of questions (I can teach this in the future).
* Moving the buyer to warm/authoritative
* Asking questions in a conversation style
* Coaching and Advising the right amount in an assessment.
* Quantifying

**PLAN**

* Setting up the plan vs a presentation
* Presenting what the buyer “said” during the assessment.
* Presenting a solution to problems identified.
* Using quantification to close
* Closing conversations
* Handling Objections
  + This seems to complex and overwhelming.
  + We can’t implement this year.
  + But your price is still higher.
  + But you don’t have all the markets (P&C)
  + I don’t want to change because we are in the middle of a claim.