

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.