



Back to Basics

Closing the Sale

Back to Basics

1. Communication Styles
2. Building Rapport
3. Uncovering Needs
4. Overcoming Objections
5. **Closing the Sale**
6. Follow Up

ABC's

- Always
- Be
- Closing

Closing is...

- Ask the right questions
- Pitch the right products
- Create a sense of urgency
- Handle objections

● Ask for the sale

Ask the right questions...

- Uncover the needs
 - Open-ended/probing questions
 - Who
 - Health history
 - Past/current coverage
 - When
 - Desired result
 - Payment

Pitch the right product...

- Build value of doing business with us
- Build value of doing business with the carrier
- Build the value of the product

Create a sense of urgency...

- Application process
 - Days/weeks to approve
- Effective dates
 - COBRA
 - Group coverage
 - Carrier start dates
- Questionable rate-ups
- No current coverage - Accident only



Handle objections

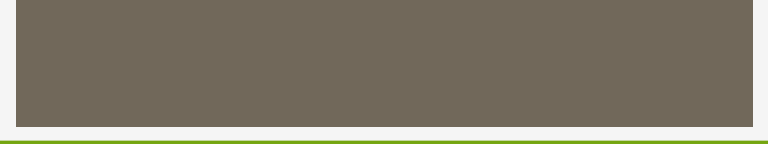
Through out the sale

Reminders...

- Don't be defensive
 - You didn't become an expert overnight
- Don't ignore the customers concerns
- Always keep the communication lines open

ASK for the Sale

- When do you want this to take effect
- Do you want to pay quarterly or monthly
- Can I get this started for you



The answer is
always **NO** unless
you ask!!!

You are the expert

- Act like it
 - Streamline your process
- Talk with confidence
 - Fake it till you make it

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Thank you for
your time

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