

Dr. Troy Clark's

FINAL EXPENSE Life Insurance

SALES PRESENTATION ©

Steps To The Sale

SAMPLE

www.FinalExpenseSuccess.com ©

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Other publications by Dr. Troy G. Clark at www.TroyClark.net

Steps To The Sale

Script Page	Step	Tie Downs	Tips
	Call Customer	Set appointment (Field Sales). Read Script (Phone Sales)	Nothing happens until you DO THIS!
Leave a Message	<i>If no answer...</i> Leave a Message	Express confusion over D.O.B. year Call out the wrong year, then the correct year	Emphasize benefit requested is provided TODAY, if your call is returned with CORRECT info. today!
Verify Customer Information	Greet the Customer	<i>"Were you checking into benefits for yourself or someone else?"</i>	Common Objections/Concerns: 1. <i>I don't remember my inquiry.</i> 2. <i>Send me something in the mail.</i> Have your rebuttals ready. Respond confidently .
Why I Am Calling	Tell Customer Who You Are	<i>"Is this what you were needing my help with today?"</i>	If they don't WANT your services, they are not a buyer. Listen for "Yes" answer to Tie Down – Buyer!

Etc....

(Several More Steps)

More Publications

by

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