

OVERCOMING CONCERNS TO PURCHASE

EMBRACE YOUR CLIENT'S CONCERNS & ENCOURAGE

Formula To Encourage (CENT)

- Confirm: I understand completely
- Engage: You're on the same team
- Neglect: What would happen if we neglected this opportunity?
- Teach: The best teachers ask questions

CENT: I'm Not Interested

- Confirm: I understand completely
- Engage: You're on the same team
- Neglect: What would happen if we neglected this opportunity?
- Teach: The best teachers ask questions

Confirm	I understand completely.
Engage	I'm sure you weren't thinking about moving your policy today.
Neglect	However, I'd hate to see you spend more money and time on your insurance than you have to.
Teach	In looking at the quote and coverage we provided, may I ask what about the quote has you not interested?

CENT: I Can't Afford It

- Confirm: I understand completely
- Engage: You're on the same team
- Neglect: What would happen if we neglected this opportunity?
- Teach: The best teachers ask questions

Confirm	I understand completely.
Engage	I know that additional insurance policies may not have been in your budget.
Neglect	However, I'd hate to see you be disappointed in the event of a claim.
Teach	May I ask, in the event X claim does happen to you, are you prepared to come out of pocket (or have your wages garnished)?

CENT: I Don't Have Time

- Confirm: I understand completely
- Engage: You're on the same team
- Neglect: What would happen if we neglected this opportunity?
- Teach: The best teachers ask questions

Confirm	I understand completely.
Engage	I know you have other things to attend to.
Neglect	However, if something were to happen, and you didn't have the right coverage for it, I would feel terrible.
Teach	That's actually no problem. I can send everything over for you to E-sign, so it will only take a few moments. Is this the best email address?

CENT: My Spouse Handles That

- Confirm: I understand completely
- Engage: You're on the same team
- Neglect: What would happen if we neglected this opportunity?
- Teach: The best teachers ask questions

Confirm	I understand completely.
Engage	I like to consult with my spouse about these types of items, too.
Neglect	Have you spoken with your spouse about this quote, or should we get on a call to review it together?
Teach	When we speak, will you be recommending that we move forward with the quote to your spouse?

CENT: Let Me Think About It

- Confirm: I understand completely
- Engage: You're on the same team
- Neglect: What would happen if we neglected this opportunity?
- Teach: The best teachers ask questions

Confirm	I understand completely.
Engage	I like to think about these kinds of decisions, too.
Neglect	However, if something were to happen, and you didn't have the right coverage, I think we would both share some regret.
Teach	May I ask, what about the quote is giving you cause for concern?

CENT: I'm Happy Where I Am

- Confirm: I understand completely
- Engage: You're on the same team
- Neglect: What would happen if we neglected this opportunity?
- Teach: The best teachers ask questions

Confirm	I understand completely.
Engage	We have many clients just like that at this agency.
Neglect	What do you enjoy about the agency you have your X policy with?
Teach	Sometimes, people are concerned about having to break up with their current agent. Just so you know, we handle all of that paperwork for you. You really are getting a great package here. What would need to change to earn this policy?

CENT: Price is Higher

- Confirm: I understand completely
- Engage: You're on the same team
- Neglect: What would happen if we neglected this opportunity?
- Teach: The best teachers ask questions

Confirm	I completely understand.
Engage	I like to save a few dollars when I can, too.
Neglect	Tell me, if rates were the same, who would you rather do business with? (hopefully, it's you!)
Teach	For x more per month, we will take excellent care of you, and this policy includes (3 policy features!). It's really a good opportunity for you, wouldn't you agree?

CENT: I Don't Think I Need It

- Confirm: I understand completely
- Engage: You're on the same team
- Neglect: What would happen if we neglected this opportunity?
- Teach: The best teachers ask questions

Confirm	I understand completely.
Engage	Before I got into insurance, I didn't think about that policy, either.
Neglect	However, the world has changed a lot, and I would feel terrible if you had a claim and regretted not moving forward with this policy.
Teach	May I ask if X claim happened what would your plan be?

CENT: Call Me At Renewal/I Just Paid My Other Premium

- Confirm: I understand completely
- Engage: You're on the same team
- Neglect: What would happen if we neglected this opportunity?
- Teach: The best teachers ask questions

Confirm	I understand completely.
Engage	We are happy to hear that you are current on your insurance.
Neglect	If we don't move forward now, and there is negative activity on your record or rates change, you would be missing out.
Teach	What we can do is go ahead and move forward with this policy and when the paperwork is processed, you will get a refund. What payment method did you want to use?

CENT: Send Me Some Information/Just Email Me

- Confirm: I understand completely
- Engage: You're on the same team
- Neglect: What would happen if we neglected this opportunity?
- Teach: The best teachers ask questions

Confirm	I understand completely.
Engage	I like to look at things first as well.
Neglect	However, insurance is too complicated, and I find that emails can confuse people.

Teach	What I would rather do is send you the application with a video proposal. This way, if you like what you see, you can electronically sign and get started. Is this the best email address for you?
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CENT: I Have Life Insurance At Work

- Confirm: I understand completely
- Engage: You're on the same team
- Neglect: What would happen if we neglected this opportunity?
- Teach: The best teachers ask questions

Confirm	I understand completely.
Engage	That is a great benefit!
Neglect	However, you would only have life insurance if you are employed with the company.
Teach	What this means is if you retire or change jobs you would not have coverage. Do you see this as a challenge to your family?

CENT: End With a Question

- At the very end, you need a question to engage the client to get a quote
- You want to make this a simple agreement on the next step

- Wouldn't you agree?
 - Fair enough?
- You are asking for their agreement to take the next step without saying, "Think about it and let me know."

We offer resources to support your agency in the Hard Market:

Check out all sections within the complete version of the Hard Market Toolkit brought to you by Trusted Choice.



All Sections included in the complete Hard Market Toolkit Update:

- Hard Market Overview and Update
- Selling Strategies in a Hard Market
- Enhance Your Communication Strategy
- How and Why to Showcase Your Agency's Community Involvement
- Communication Strategies for Commercial Accounts
- Seven Strategies to Drive Retention for the Long Run
- How to Stop a Cancellation
- Email and Digital Templates
- Extensive Appendix of useful external links, downloads and resources

Download the complete Hard Market Toolkit update:
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