

Believe In What You're Doing, Own What You Sell!

When working with your prospects, one of your most powerful sales tools is a testimonial. With permission, you can recount satisfied clients' situations and describe how you were able to help them. The danger in this lies in the credibility of the story. The prospect may, at least partially, disregard the story as a sales ploy. The best way to combat this is to make the testimonial your own by owning what you sell.

This is a great tool to push those hanging prospects over the top and buy the concept or product you are selling. For example, if you are selling to a primary market such as life insurance, you better be doing what you're preaching. Because how can you sell it, if you don't believe it?

It gives you credibility that you are a believer in the coverage, and you can even take your own policy along with you on your appointments to show the prospect what was appropriate for your situation. Bringing your policy along with you to the appointment shows the prospect you followed your own advice and purchased a Life insurance policy. It then becomes concrete for your prospect, and while in the midst of making an emotional decision, your clients will see that you took the steps to protect your family. Therefore, they should do the same. In fact, the agents we work with who are truly successful at selling life insurance speak from the heart and believe in it so strongly that they own policies on themselves.

To own what you sell only makes sense both from a personal standpoint and a professional one. During the course of a life insurance policy sale to a prospect, the question always pops up "What kind of policy do you own?" If you are not able to answer that question quickly and honestly, then your prospect will see you as a salesman, pushing a product and not trying to help them long term.

There are 2 benefits to purchasing a policy on yourself. First, you are protecting the assets you have worked hard to accumulate, just as you encourage your clients to do. Then, to make the deal even better, you still earn commissions on the life insurance policy you purchased for yourself, further reducing your out of pocket cost for the policy. And depending on the company, possibly making the first year premiums FREE!!!

It really comes down to practicing what you preach by following your own financial advice to protect the assets you've spent years working to build. This goes for everyone, no matter what you sell, be it LTCI, Disability, Critical Illness, etc...

Believe in what you do! If you don't believe in it, 'How Can You Sell It?'

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