

# Breaking Through The Brick Walls Of Communication!

How often do you find yourself in a position to gain a new client? For most agents, it's an everyday situation. The problem is most agents allow these opportunities to pass them right by. Why? Because they can't seem to start the conversation. Starting a conversation with a stranger or sometimes even a friend can be a very difficult task for some people. Especially, if you are a shy person. But, did you know that 90% of the time your fears are unfounded and the potential client would have happily accepted a conversation with you. The trick to starting a conversation is in learning how to lay down the fears you may have and just give it a shot. Below are 6 of the top fears agents have to starting a conversation, and a way to overcome them.

## **The Number One Fear Is Rejection -**

Do you remember the first time you asked a girl to go on a date with you. Were you nervous? Did you get butterflies in your stomach? In this situation, what was it that you were truly afraid of? Were you afraid of the girl? Were you afraid to go out in public with her? No. What you were afraid of was the possibility that she might reject you. This same fear of rejection is easily carried over into your adult life. You fear the person whom you are trying to speak with will reject your conversation. To overcome this fear you must embrace rejection. Look at it not as a negative scenario, but as a chance to move forward. Have you ever heard the phrase, "There are always more fish in the sea"? In the insurance industry there are enough fish in the sea, that just one bowl full will sustain you for your entire life! The truth is rejection happens! It is going to happen and there is no way around it. How you let that fear go is by knowing there is always someone else who won't reject you ahead. A good way to get started is by talking to people who can't reject you. The next time you go to the grocery store, spark up a conversation with the cashier or the next time you dine out chat with the waitress. Use the customer service industry as a practice round or a pick me up when you need a boost. They cannot reject you because it is their job to continue conversing. However, keep in mind that in order to defeat your fear you have to be willing to get through the prospects who will reject you. So the next time an opportunity comes up for you to talk to a stranger, do so with out fear, and know that even if they reject you there is another future client ahead.

## **Your Second Fear Is "What Do I Say?" -**

Well this is an easy one...say what you feel! Meaning, be sincere. If you are not sincere in your conversation you might as well be talking to a wall. For example: In the insurance industry, you often are told "This is a numbers game.". No it's not! One, this is not a game. You are about to change a persons life forever. and two they are not numbers they are people with lives and a families to protect. Would you refer to your best friend as a number and her financial situation as a game? No. So when meeting your next prospect, you should speak with the same emotion you use while talking to a best friend. Say what you feel. Just talk. If you are too busy thinking about the next thing to say, you cannot possibly be listening to what they are saying. Ask questions and listen. You don't need a whole lot to say if you are asking the right questions. People buy what they want not what they need. The same works in a conversation. People want to be heard they want to feel the conversation and feel involved in it. They may not even remember your name by the end of the conversation, but they will remember how you made them feel. For example: You are at the grocery store and you come across a young family shopping. Find a similarity and an ice breaker such as; "Wow, you have beautiful children. They are so well behaved." Parents love to receive compliments about their children and it let's their guard down. Now, you have an opportunity to ask a question, an emotional question. "What grade are they in?"

"That's a wonderful grade. They get to experience so much." "How are they doing in the 3rd grade? My youngster had a little trouble in the beginning but seems to be doing great now." "So, you're going to have some college kids on hand then." "We, just started a great way to save for their college without draining our checkbooks." "I actually specialize in financing and have found some new products that really help." "Do you have anything set up for your children?" "Well, I would be more than happy to help show a way to save for your youngsters, so they will be set when the time comes. Your son looks like he would make a great doctor." "It's that simple. They are now emotionally involved and you have just met a potential client."

### **The Third Most Common Fear Is Feeling Pushy -**

A lot of agents fear feeling pushy toward friends and relatives. Therefore they shy away from speaking to them on their financial matters.. Well, let me ask you this. If you knew a friend for several years, knew their financial situation could use some help, but were afraid of pushing the issue of their finances because they were a friend, how would you feel if, in the near future, that friend or the friend's spouse were killed in a car accident leaving them with no life insurance coverage, no way to pay for the funeral costs and no way to provide for their children's future. How would you feel then? Like, you let them down? Wouldn't it be worth passing your fear of feeling a little pushy verses feeling the alternative? When you think of email advertising, the first thing any marketing firm will tell you is you must drip on the client to get them to bite. You must email them several times before they are enticed enough to purchase. The same is true for potential clients. Don't give up! Drip on them over and over in different ways until they get the bigger picture. You aren't being pushy you are being a true friend who doesn't give in when things seem a little uphill.

### **Fourth We Have The "What Ifs..." -**

What if I sound silly? What if I stumble over my words? What if.....  
It's all just a mind game you are playing on yourself. The What if game works both ways. What if....  
You didn't talk to someone who could really use your help and they had trouble because you chose not to. What if.... They were real close to getting out of debt but with just a few tips from you they could reach their goals ten times faster? When you speak to someone new or an old friend your mind plays a big part in how you come across. An easy way to get past this fear is by simply learning that this is not about you. They don't care if you stumble across your words. People are selfish they care that you heard what they had to say. You have to listen. You have to be involved in the conversation 100% and when that happens you do not have any room to be thinking about any mistakes you may have made while speaking or how you sound. Just be there. Be in the conversation and the flow will come naturally and you will find yourself talking to a new friend instead of a stranger.

### **The Fifth Fear Is: Going First -**

When learning to start a conversation, you have to remember that it takes two people for there to even be one. You may have to say the initial words and the other person must also interact. So, they may feel just as hesitant until the conversation gets going. The best way of getting past this fear is by studying and practicing different types of conversation starters. Easy access to this form of conversing is on television. Use a weekly program that you know involves meeting new people each week. Don't worry so much about what they say but how they say it. Their body language, their approach. What you are offering is Peace of Mind, Quality of Life & Financial Freedom. Study people around you in public places. See how they start their conversations. Find what works for you, make a list of conversation

starters and then try them out. Practice makes perfect and you will not get comfortable "going first" until you've done it several times. The stigma you have of yourself being shy or nervous will slowly fade and you will become more open and aware of your surroundings at the same time.

### **The Final Fear Is Feeling Like You Wasted Someone's Time -**

Let me ask you this. If someone told you they just saved your families financial future would you yell at them and tell them to stop wasting your time? Where exactly does this idea that you are wasting someone's time come from? In most cases, agents have gotten used to feeling like a salesman and they have a product that is unwanted by the majority of the country. Well, you are not selling a product, today. You are selling yourself, your ability to be a friend and help a new friend in need. If you believe your product to be unworthy then you might as well go home, because they will read it all over you. But, if you believe in your own ability to help families and you truly believe in the program then that will come across to them. For example: A couple of years ago, we had a horrible flood in our basement. We refinished the basement and moved on. About 3 months ago, we were contacted by a company who does free inspections of your basement and garage areas for any mold, fungi in the air and any water damage done. So, we decided it would be a good idea to get the checkup since we had had the flood before. Now, before the man had stepped into the home I knew he was going to try and sell me something a water pump, air purifier, etc. And I was correct. However, what I didn't expect is that he would be trying to sell me himself as a person. By the end of the conversation I was convinced that this was the system I wanted for my home. Not because it had a fancy name or because it had a seal of approval by my state. But, because the Advisor had told me about himself, his family and his children. He got me emotionally involved by asking me about my children's health and what that meant. He hadn't wasted my time. I did have a problem and he did have a solution but, it took that emotional connection for me to see that I had the need. This is what you must do with your clients. Get them emotionally involved in the process, ask the questions and let them tell you what the problem is. Then, you are no longer a salesman wasting their time you are an advisor helping them solve a problem.

Communication can be your key to complete success. Use the knowledge you learned above to break through that brick wall of fear and learn to use your conversations as a way of healing.

Listen.....feel.....be sincere.... and nothing can stop you from complete and total success in communicating both in your business and in your life.

Wishing You The Best In Success,  
Stacey Nason  
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