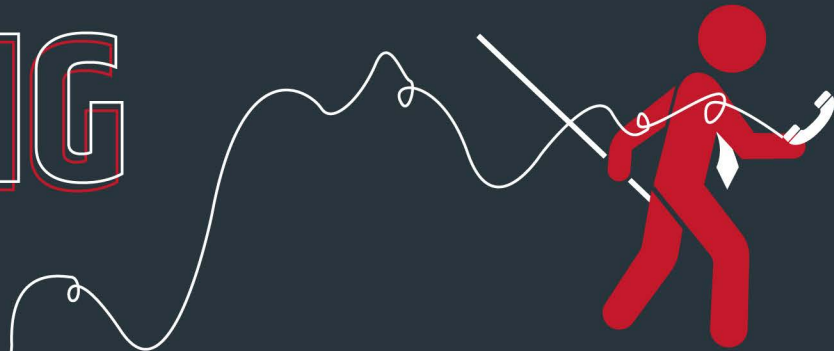


JOURNEY OF THE SALE



The sales journey isn't always short by any means, but it can be broken down into two fairly general phases: Making the Call and Closing the Appointment. Both of these phases can be difficult if you're a new agent or if you're underprepared. However, here at Secure Agent Mentor, we can give you the tools you need to start making those appointments and selling when you're in the room. In this infographic, you'll learn some common objections and strategies to overcome them in both phases of the sales journey.

MAKING THE CALL



When you make the call, some common situations will arise. Make sure you're prepared to face these objections.



Common objections

I'm not interested
I already have coverage

I won't qualify
I can't afford it

I don't have time
Just mail it

STRATEGIES

When you hear any of those objections on the phone, your strategy should be to agree, answer, and ask.

DO



AGREE—I understand, many people feel this way

ANSWER—I think when you see what I have, you'll agree that it's the right fit for you

ASK—I'm going to be in your area soon anyway, when is a good time to drop this information off, morning or afternoon?

By doing this, you've addressed their concern and led them into setting an appointment.

DON'T

DISAGREE—When they object to something, make sure you don't directly disagree with them. You need to show them you understand their perspective.

HESITATE—If you hesitate with your answers or give them an opening to object again, then you'll lose the call.

CLOSING THE APPOINTMENT

Making the appointment isn't even half the battle. Once you're in the door, you need to close the appointment and make the sale.



Common objections

Q: Can I think about it?

A: You're already in the door, so you've overcome most of their objections. The most common one you'll hear at this point is that they need time to think about it. You need to overcome this.



Strategies

By using these strategies throughout the appointment, you can prevent that objection from being a problem.



We want to start training the client to say “yes.” Doing smaller trial closes throughout the sale, that they’re sure to say yes to, is a good way to prepare them for the big yes. Ex: I’d like to show you the benefits, would that be alright?

USE SILENCE

When you ask a question, wait for them to answer. Silence is one of your greatest weapons.



NO CALL BACK



If the “think about it” objection remains, tell them that unfortunately your company doesn’t do callbacks, but they have everything they need to make a decision, it makes sense, so why not take it?

DON'T



Let Them Control the Conversation

Letting them control the conversation leads to more objections, and you lose the sale. If you’re going to lose the sale, make sure you do it on your own terms.

Hesitate to Ask for the Purchase

Too many agents make this mistake. At the end of the appointment, make sure you ask for the sale. If you don’t ask them to buy, then what reason do they have to do it? Once you walk out that door, the chance of you making the sale is almost none.