

Closing (When Necessary)

Optional

Almost All Client Objections come in these 3 disguises:

- Think
- Shop
- Wait (Talk it Over)

These are very simple to overcome, if you understand that these are not the REAL OBJECTIONS....
Transition to the real objection through: FEEL → FELT → FOUND The real objections are:

- Price
- Plan
- Person (you)

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Optional (cont'd)

Break the objection down to help your client understand the REAL issue:

'Joe', when my client say they that, It usually means the price is too high, or they don't like the plan? Would it be safe to assume either of those?

If Price : Get your client to commit to a lower price... re-sell the benefits of the plan at the new price...(Flex down)

If Plan : Help the client understand the value of the plan as opposed to not having coverage. Ask questions about how much money they put down on the house. How much have they spent in payments? What would be the cost of owning a new house be? What would the cost of renting a home be? Can you see how this plan will help you and your family avoid all this?

If Person (Trust): 'Joe', I am not the person insuring you.. (Insurance Company) is. 'Joe', I sure don't want to stand in the way of protecting your family. So is it me personally or (Insurance Company) that you have doubts or hesitations with?