The Insurance Pro Shop will teach you the basics at attracting the right prospects and how to ask the right questions to help people with financial problems -John D.

3 More Converstations That Lead To Appointments

Simple Conversation Chains To Convert Prospects To Appointments

Jeremy Nason, RFC®

InsuranceProShop.com

About Jeremy B. Nason, RFC®…



Jeremy is the co-founder of the famous *Insurance Pro Shop*™ "The first affordable, full-service insurance marketing and sales resource center for today's Financial Pro, *and Found Money Management*™, a system dedicated to helping Middle Income Families to *'Live Debt Free and Truly Wealthy!'*

Jeremy entered the Insurance Industry in 1994 (age 17), and is now in his late 40's. He has 30+ years of experience in the financial services industry as a Regional General Agent, Recruiter, Author, Speaker, Trainer, Consultant, Coach, and Mentor. Jeremy's unique perspectives and back-to-basics approach, on how to truly help your clients, have enabled scores of agents and advisors to reach the top levels of their profession.

Our Company….

Insurance Pro Shop *(IPS)* is the first and only full-service, life insurance and annuity marketing, prospecting, sales training, coaching, and sales support organization strictly dedicated to working with **individual** insurance professionals. *(And, unlike the other organizations, we are NOT recruiters in disguise!)*

My family and I have been training and coaching **'new'** and **'experienced'** career and independent insurance agents, financial advisors, and P&C agents **for over 4 decades.** We have a proven track record of helping our clients **to dramatically increase their insurance leads, appointments, sales, and incomes... in as little as 30 days!**

In fact, ever since opening the **Insurance Pro Shop** in December of 1999, **each year** we have helped hundreds of career and independent agents, advisors, and P&C agents, from all over the world, to double and triple their insurance sales incomes. The top producers we worked with last year, earned over $1,000,000 and many others who were earning $40,000-$60,000 per year, now earn $150,000-$350,000 per year, even in this economy with covid-19!

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How to Connect with Clients and Simplify the Sales Process for Life Insurance and Annuities

Selling life insurance and annuities can get confusing for your potential clients, and they might decide not to go through with it before you even get a chance to explain how you can help. This often happens because there's not enough communication between you and your clients, which leaves both of you with gaps in understanding.

When people meet with you, they'll probably have a lot of questions. That's normal. But, you should also ask them plenty **of questions to get a better idea of their needs and situation.**

Clients expect you to ask the basic questions, but they might be surprised when you ask about their lifestyle and personal preferences. It's important for you to gather enough information to see if they're a good fit and to understand their expectations.

You can divide your questions into two types: emotional and factual. Emotional questions help you connect with your client on a personal level, while factual questions give you the details you need.

The goal of asking questions is to get your clients talking about their feelings and what they truly want. Once you understand their needs, you can provide them with the right solutions.

Asking questions shows that you genuinely care about what they need. You should listen carefully to their answers and show interest in their unique situation.

Remember, asking questions is a skill that takes practice. The more you practice, the better you'll get at understanding and meeting your clients' needs.

How Does This Apply To Getting Appointments?

Asking emotional questions is a key technique in creating more sales appointments because it helps build a deeper connection with your clients. When you tap into their feelings and personal values, you gain insight into what truly matters to them. This emotional understanding allows you to tailor your solutions more precisely to their needs and desires, making your proposals more compelling.

By demonstrating genuine interest and empathy, you not only earn their trust but also increase the likelihood of securing a follow-up meeting. Clients are more likely to engage with someone who understands their personal motivations and concerns, which ultimately leads to more successful sales appointments.

The Power of Emotional-Based Questions!

One of the main reasons why so many agents and advisors struggle with setting sales appointments and closing sales is they tend to lecture and tell prospects what they should do. They tell the prospect that they have a problem and then they try to provide the prospect with **their** solution to the prospect's problem.

Doesn't a salesperson tell a prospect what they should do create an automatic response from that prospect… of immediate resistance?

Think about it. Do you like to be told you have a problem? Do you like to be told what you should do? Don't you automatically fight the idea? Aren't you immediately skeptical? Wouldn't you rather identify your own problems and come up with your own solutions?

For example, when most agents and advisors are talking to retirees, they assume that if the prospect has a CD, then they are unhappy with the interest rate they are getting… So, they might ask: "Do you have money in CDs?" If the client says yes, then the agent jumps in and says: "I can show you how you can get a much better return." Then the agent or advisor goes on to tell the prospect about a great new product or idea they have to make them more money. The prospect automatically says: "Let me think about it!"

Why? Because no one likes to be sold!

The Top Producers have learned how to set more sales appointments and close more sales by asking questions. So that they can help their prospects to identify their own problems. And then they ask questions to help them come up with their own solutions.

They have learned how to help prospects to sell themselves. And that involves asking enough of the right questions…

Here Is An Example…

Agent: "Mr. Prospect, if you don't mind me asking, do you have any of your money in CDs?"

Prospect: "Yes."

Agent: "Are you happy with the interest rate you're getting?"

Prospect: "It could be better. But it's Ok. I like the safety and guarantees. And I can get at the money when I need it."

Agent: "If you don't mind me asking, are you using that money for an income?"

Prospect: "Yes."

Agent: "Are you using any of the principal?"

Prospect: "Yes!"

Agent: "How do you feel about that?"

Prospect: “It’s a problem, we’re afraid we won’t have enough money.”

Agent: “Does your current income allow you to do everything you’d like to do?”

Prospect: “No, it would be better if I had more income?”

Agent: “If you had more income, what would you like to do?”

Prospect: “I like to visit more with my grandchildren.”

Agent: “If we could come up with a way to get the income you need, so you can visit your grandchildren, without digging into the principal and have the same safety and guarantees as a CD, would that be better for you?”

Prospect: “Can you do that?”

Agent: “From what I see here I think with you and I working together we can do it.”

Summary

Can you see the difference? We have asked questions to help the prospect identify their problems. And we are working with the prospect to help them come up with their own solutions.

Is there any question that you will have a much better chance of getting the prospect to move their money to you… when the prospect is in fact selling themself?

Remember, no one likes to be sold! If you learn to help the prospect to identify their own problems and then help them find their own solutions, then you will set more sales appointments and you will close a lot more sales. And, in many cases, it will be a much, much larger sale!

The more questions you ask and get them to talk about what they want the easier it is going to be to set a sales appointment and close the sales.

The key is to really listen to what they tell you they WANT!

You can ‘TALK’ yourself out of a sale! And most people do!

When was the last time you ‘Listened’ yourself out of a sale?

3 More Conversations & Questions That Will Lead to Appointments

Master these simple emotionally charged conversations and watch your appointments rachet up and your sales soar! I don't care if you are talking to young families or CEOs of fortune 500 companies, these conversations will work.

Conversation #1: Retirement Planning

1. Mr. Prospect, have you thought about how much income you'll need in retirement?

2. What does your current retirement plan look like? Are you on track to meet those needs?

3. How confident are you that your savings will last throughout your retirement?

4. Did you know that many people underestimate how much they'll need and end up making adjustments later in life?

5. What would it mean to you if you could ensure a more secure and predictable retirement income?

6. How would having a clear plan in place for retirement affect your peace of mind?

7. If I can show you a way to optimize your retirement savings and potentially increase your income without additional strain on your budget, would you be interested in learning more?

Conversation #2: Insurance Coverage

1. Mr. Prospect, do you currently have any life insurance coverage?

2. Do you know how much coverage you have and whether it meets your family's needs?

3. Are you aware of any gaps in your current insurance that might leave you or your loved ones under-protected?

4. What would happen if something unexpected were to occur and your current coverage wasn't enough?

5. How important is it to you to ensure that your family is fully protected no matter what happens?

6. What could peace of mind be worth to you, knowing that you have adequate coverage in place?

7. If I could show you how to enhance your coverage and potentially save on premiums without additional financial strain, would you like to explore those options?

Conversation #3: Estate Planning

1. Mr. Prospect, have you already put together an estate plan?

2. Do you know how your current estate plan will handle the distribution of your assets and any potential taxes?

3. Are you confident that your estate plan will reflect your wishes and provide for your loved ones in the way you intend?

4. Have you considered how changes in your life or the law could impact your estate plan?

5. What would peace of mind mean to you, knowing that your estate plan is up-to-date and will take care of everything as you intend?

6. How would having a well-structured estate plan affect your sense of security for yourself and your family's future?

7. If I can show you how to review and potentially enhance your estate plan to ensure it meets your goals and reduces any complications, would you be interested in exploring those options?

Summary

These are just 3 examples of the questions you should be asking your clients, so they see and understand the problems they face now and in the future!

The more questions you ask, then the more they will see that you understand their situation. And see that you are there to help them.

Now they will want to meet with you… **to get your help!**

Jeremy's Sales Secret!

2 emotional power questions to add to every conversation…

1. **How does that make you feel? Or how do you feel about that?**

2. **What would you like to see happen?**

These two powerful emotional questions encourage prospects to share their true feelings about the problem they're facing. The goal is to get them to open up about how the issue impacts them personally. When they fully understand and feel the effects of the problem, it naturally leads them to seek out a meeting with you as the logical next step. – Jeremy

IMOs & Companies... And Our Role!

Think About It... If this business were just about having the best products and sales ideas like people are telling you, then why are 90% of the new advisors failing, and why is the average income for advisors only $30,000-$50,000?

The truth is, contrary to what you may believe, the vast majority of companies, IMOs, agencies, and brokerage firms **are not going to spend a lot of their time and money training and coaching you on insurance marketing and sales**! Their focus is on recruiting agents to sell their products. It is not their job to make you a superstar salesperson. Their job is to provide you with the products and then teach you how they work.

Your job, if you want to have a highly successful career in insurance sales, is to learn how to effectively market and sell your services! *(You'll notice I said services, not products.)*

That is why we formed the Insurance Pro Shop. Our goal is to provide you with an affordable way for you to get ALL the tools and training, **with the personal coaching and sales support** you need today to get off to a fast start and be ultra-successful selling life insurance, annuities, and your services. *(We are NOT Recruiters)*

Start today with a membership to the... Insurance Marketing and Sales Resource Center™



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Call us Today, Toll-Free to schedule an No Obligation, Free 15 Minute Consultation with our founders Lew or Jeremy Nason. What Have You Got To Lose?

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