

As an agent with Unique Writers, we want you to achieve your financial goals and dreams. We're here to help you become the best agent you can be. Here are some tips that will help you achieve outstanding success in this business.

- a) Treat each lead the same, using the same consistent approach
- b) Your goal is to get a "Yes" or "No" from every single lead
- c) Ask the right questions to uncover a client's need.

*Their need will almost always be "To Leave a Lasting Legacy for Their Family"*

- d) Make it a "Concept" sale not a "Cost" sale

*"How much I can afford... is how much you will make it worth to me"*

- e) Be prepared for any scenario. Anticipate client situations (older, illness, etc.) Learn to shift gears smoothly and re-set the table with value.
- f) Get a commitment at the point of sale (check/credit card deposit)
- g) Stay in touch with client up through placement of the policy. Get referrals so that you can make yourself available to more of your target market
- h) Develop a client file. Keep in touch with your clients on no less than an annual basis. This will open up a wealth of additional sales opportunities for you.