

### 1. Business Plan

- a) Set your income goals. They must be yours... you must own them
- b) Set your goals, create your game plan and review with your coach or manager... or one of us.
- c) Lead plan s place your lead order (it can take up to 3 weeks to start receiving new leads)

### 2. Training

- a) Utilize HFG, the training website. You must study each section multiple times. Res-visit regularly
- b) Attend weekly calls/webinars and other training opportunities
- c) Role play with someone and learn the basics of your core product(s)
- d) Print rate tables for products as needed and/or install carrier software and learn how to run illustrations (quotes)

### 3. Call leads effectively

- a) Do not sort them out or examine. Just put them in a stack and start calling
- b) Set aside calling time. No interruptions during your calling time
- c) Set appointments for today or tomorrow s s never further out than that for final expense

### 4. Set appointments

- a) Do not try to sell them in advance
- b) Don't talk more than needed (i.e. don't pres qualify)
- c) Keep it simple. Just set the appointment
- d) Do not provide your phone number
- e) Do not call to confirm the appointment

### 5. Appointment in client's home

- a) Presentation (educational/informative)
- b) Build rapport
- c) Remember... attitude and control (don't pause between paragraphs)
- d) Close, give the two options (starting point)

### 6. Read/React/Overcome Objections

- a) Close the customer
- b) They are already sold. They had "the moment"
- c) Be able to shift gears as needed (illness, graded product, etc.)

### 7. Complete the application

- a) Signatures
- b) Collect deposit check/bank draft/credit card info
- c) Conservation piece
- d) Get referrals

(continued)

### 8. Follow up

- a) Utilize carrier websites and our new business personnel to track your cases
- b) Complete any outstanding requirements
- c) Deliver policies in person
- d) Develop your client relationships (wealth transfer/income replacement/annuities)