

Before you sit down to make your appoint calls, you need to consider where your leads came from.

The prospect sat down and completed the request for information. They are asking for your help. You need to get through the mental barrier that you are a bothersome sales person. These people do indeed need your help, and you need to believe in that, and have that confidence before you even sit down to make your phone calls, or before going to see them in the home.

Your job on the phone is to do a brief qualification with the client and then set the appointment... nothing else! You are not going to ask questions about their health, or talk about the weather, or what kind of pet they have.

And if you try to over-qualify them on the phone, you are shooting yourself in the foot. Trying to verify a sale over the phone is like taking a dangerous short cut. Sometimes it may work, but most of the time it will not... period!

If you try to over-qualify the prospect, perhaps you uncover a reason why they may not qualify for a particular plan. So you decide to not even go see them. You could very easily miss the opportunity to get referrals which is a great prospecting activity.

Get in front of them. Let them meet you in person and get to know you. They will like you. They will want to work with you and buy from you and refer you to others.

Believe in yourself... and they will too.