

SALES & MARKETING

MARKETING

By Daniel C. Steenerson, CLU, ChFC, RHU

Playing to Win

A high level of energy will help you win more sales.

Whether you're selling disability income insurance, life insurance or an investment strategy, there is one overarching factor that can make the difference between success or failure. That factor is energy.

If you've ever watched your son, daughter or grandchild play sports, you understand the importance of energy. One week, your son's basketball team is on fire. From the sideline, you can feel the positive collaboration and momentum. The very next week, the team is sluggish, making bad passes and taking terrible shots. The team has the same players, the same level of preparation and the same coach, but the performance varies from week to week based on one intangible factor: energy.

The same is true when advisors present insurance and financial proposals to their prospects. One day, the advisor can do no wrong. She develops rapport and clearly articulates the policy's advantages. The client nods in agreement and signs on the dotted line. The next day, the same advisor presents a policy to a different client with very different results. The energy is different.

Energy is hard to predict and control. However, over the years, I've found there are three techniques that help create the positive energy that wins sales.

1. Show the client the goal post.

Before you can be successful, you need to clearly understand the client's pain points, challenges and goals. Even if you've already discussed these items with the client in the past, take the opportunity to review them with him



In presenting the proposal, your performance should feel effortless and conversational.

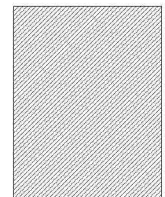
at the time of your presentation. Secure the client's agreement that goals remain important and probe the priority level of each goal, with quality, open-ended questions that spark conversation.

"John, I know it's very important to you to maintain your family's lifestyle and pay for your children's college education, no matter what happens. Why are these goals important to you?"
"Great. Now tell me. What would happen to these goals if you had to go without a paycheck?"
"On a scale of one to 10, how important is the goal of securing paycheck protection so you can always maintain your lifestyle

and afford to fund your children's education?"

This part of the presentation shows the client the "goal post." It reminds him why you started the conversation, what he hopes to achieve, and how important the goal really is. It sets the tone for the rest of the conversation.

2. Generate team spirit. Once the goal is established, the client needs to know that you're on the same team and you're working together. This is an important psychological component, because when you work together, you don't want to let your teammate down. Now is the perfect time to affirm the



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importance of the client’s goal by relating a personal experience.

“I understand why this is so important to you. In fact, I felt the same way when I purchased my first disability insurance policy. Back in 1994, our next door neighbor was diagnosed with brain cancer and couldn’t work. They had to sell their house and downsize to make ends meet. Their oldest son had to drop out of college and get a full time job to help with the finances. It was a wakeup call for me. I knew I never wanted something like that to happen to my family. Up until then, I kept delaying the purchase of disability insurance thinking it wasn’t in the budget. It’s amazing how you can find money in your budget when something is important!”
“You are smart to put your family first and take care of this exposure now. I’m going to work with you to get you the protection you need to achieve your goals. As I go through the

proposal, stop me if you have any reservations about anything. I don’t want us to leave today without accomplishing your goals. Do we have a deal?”

Building emotion

During this stage of the presentation, you’re intentionally building emotion. Like it or not, most buying decisions are driven by emotion. When a client feels more emotionally connected to you and has emotional reasons for purchasing the product, the chance of a successful sale skyrockets.

It’s important to tell the client a personal story from your own experience. Even if you don’t have a story about income protection, you probably have a story that involves a disappointing situation that resulted from lack of preparation. Think about how to relate your own experiences to your client’s situation.

3. Run creative plays. If a basketball or a football team runs the same play time after time, it eventually becomes ineffective. Good

coaches adjust a team’s plays to capitalize on each moment and consider all the factors affecting the game at any given time.

Advisors need to take the same approach. One of the biggest mistakes they make is presenting a “bells and whistles” policy to each client. For example, including an own-occupation definition and a non-cancellable provision in a policy can inflate the cost by 30 percent to 40 percent. Granted, some clients should have these policy elements. However, middle income professionals often don’t need top-of-the-line policies—they need affordable policies that get them to their goal posts.

Don’t present the same policy to every client. Explore the client’s budget parameters before you run the proposal and talk to your distributor about how to achieve the client’s budget goals. There are countless creative tweaks that can be made to improve your odds of success. If the client commits to a budget, and you deliver a quote within the budget, there is a greater likelihood of his saying yes.

Practice makes perfect

There’s no substitute for practice and preparation. While you present the proposal, your performance should feel effortless, casual and conversational. However, it will only be effortless if you’ve practiced it, internalized it and earnestly believe in what you’re doing. You must purposefully rehearse each time, customizing what you say to the needs and personality of each client. Then, and only then, will you create the positive energy that wins sales. **at**

Daniel C. Steenerson, CLU, ChFC, RHU, is the president of Disability Insurance Services in San Diego. He is known for helping DI agents succeed with straight talk and super simple sales solutions. For more information and to obtain free sales tools and articles, visit www.diservices.com.