

How To Get Off To A Quick Start Selling Life Insurance And Annuities!



Let's put some things into perspective. Most of the newer (less experienced) Insurance Agents we talk to are putting the cart before the horse. They are buying leads, setting up a direct mail system, or running ads in the newspaper, before they've made any money.

But, what's even worse, they are getting those leads without knowing what to say to get the appointment, let alone turn that appointment into a sale!

They end up wasting a lot of time, and money... And, most of them are broke and out of the business within a year! And, those few who do survive are earning less than \$30,000 per year after expenses.



Understanding The Problem...

Consider, whether you are buying leads, using direct mail, sending post cards or running ads, most sales leads will cost you \$20 or more. Most agents are lucky if they are setting 3 sales appointments for every 10 leads they get. It's partly because of the low quality of the leads they are getting, and partly because they don't know what to do or say to set the appointment.

Then, if they are lucky, they are closing 2 sales for every 10 appointments.

This means they need 33 leads, to get 10 appointments, to close 2 sales. They are spending \$333 for each sale they make. ($33 \text{ leads} \times \$20 = \$666 / 2 \text{ sales} + \333) If their average sale is around \$600 in commissions, then over half of their commissions are going to lead generation costs.

Is it any wonder that most agents are frustrated with the leads they are buying and/or their lead systems! And, they are always looking for something better?

It's a major reason why 85% of new agents who come into this business are broke and out of the business within 18 months? And, why 90% of the remaining agents are earning less than \$30,000 per year, after expenses!

There Is A Better Way...

It starts with you learning how to attract a better quality prospect. Then it's learning what to say, to help those prospects to see and understand their problems they are facing, so they want to meet with you! Finally, it's learning how to conduct a good thorough fact-



finding interview so you are closing more sales appointments and making larger sales!

If you want to get off to a fast start and earn the money you are capable off, then you'll want to...

- **Identify who are your 'Ideal' prospects!** Who really needs your primary product right now? Who are the people you have the best chance of setting an appointment with, and closing a sale with, right now?
- **Determine what problems you can solve for your 'Ideal' prospects!** If people don't see and understand the problems they are facing, and how you can help them, is there any reason for them to meet with you, let alone buy from you?
- **Focus your marketing message on solving your 'Ideal' prospects problems!** You'll want to set up multiple 'low cost' lead systems to constantly deliver your special message to your ideal prospects, to attract a steady flow of them to you!
- **Learn what to say and do to get your 'Ideal' prospects to want to set and appointment with you!** It's all about you asking the right questions to help your prospects see and understand their problems, and how you can help them, so they want to meet with you!
- **Learn how to discover your prospects' innermost desires, and use that knowledge to craft an offer that is irresistible to them!** People don't buy what they need! They buy what they WANT!
- **Structure your business so that you become the advisor people want to see!** (*Instead of being the salesperson people dread seeing.*) And, within a year, you'll be getting the majority of your appointments and sales from your existing clients, endorsements and referrals... and they will be calling you!

You Can Guarantee Your Short-Term and Long-Term Success...

Using our 'State of the Art' **Advanced Life Insurance** and **Advanced Annuity Sales Tool Kits**, with our Tools, Tips and Training you'll learn how to...

- **Attract more of the 'Right' Life Insurance Prospects to you each month, than most agents will see in an entire year...** in a virtually untapped market! You'll learn '12' of the very best, proven marketing methods, with all the '**Insider Secrets**' to generating a consistent stream of your ideal prospects, without you spending all of your hard earned money!
- **Help your prospects to 'Find the Money'** to eliminate debt, save for retirement, fund a college education, make their money last in retirement, stop the taxation of their social security and get all the insurance they need to protect their family... Life Insurance, DI insurance, LTC insurance, Health insurance, and much More!
- **Learn the 'insider secrets' to closing '9 out of 10' sales appointments!** Do you believe it's humanly possible for you to close 9 out of 10 of the people you meet with? If you don't believe you can, then maybe that's why you aren't. And

yet, aren't most of the leading producers in our industry closing 9 out of 10 of the people they meet with? **What is it *they* know that *you* don't?**

- **Close more and larger sales by learning much simpler and more effective ways to use many of the cutting-edge life insurance and annuity sales concepts found in 'Money for Life', 'Infinite Banking', 'Missed Fortune', 'Circle of Wealth' and 'LEAP', etc!**

We've been helping agents for over two decades. And, our systems have a documented 80% success rate, compared to the industries 90% failure rate! For more info visit...

<http://www.insuranceproshop.com/lifeinsurancemarketing/lifeinsurancesales.html>,
Or <http://www.insuranceproshop.com/annuitymarketing/annuitysales.html>

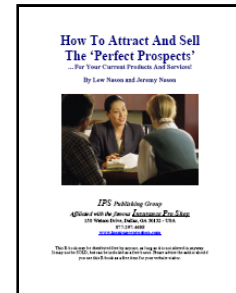
By Lew and Jeremy Nason
Marketing and Sales Coaches
'The 9 Out Of 10 Guys'

P.S. In each of our life insurance and annuity marketing and sales systems we have the whole process laid out for you with the format, scripts and even the PowerPoint presentations. To find out more...

Download Our Free E-Book Today...

**How To Attract And Sell Your 'Perfect Prospects'
In Spite Of This Economy!**

<http://www.insuranceproshop.com/INTRObook.html>



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