

Revealed... The Secrets To Setting Appointments With '9 Out Of 10' Attendees At Your Annuity Seminars!



One of the biggest problems many agents, advisors and planners have is setting appointments at their annuity dinner seminars and free educational workshops. Agents are always complaining that they are only able to set appointments with 10% - 30% of the attendees at their events. They'll tell us that most of the annuity prospects don't have their appointment schedule with them, so they can't set an appointment, or they just came for the meal, or they already have a financial advisor and just wanted to see if there was something new, or their attendees just don't have any money. And, then they'll tell us that out of the few people who do set appointments, over half of them end up canceling, or they just don't show up for their appointments.

Are you having the same problems?



Recognize that the vast majority of the people who attend your annuity seminars and workshops are dissatisfied with their current financial situation and/or financial advisor! They came to your event because they are looking for real help, from someone they feel they can trust. The reason most agents, advisors and planners are having trouble setting annuity appointments at their events, is they are not connecting with the attendees. And, if there is no connection, people will tell you to your face how great your presentation was, and then they'll make up any excuse not to meet with you.

Believe it or not, there are some very simple ways to immediately fix these problems.

Here is what a few agents have said about the secrets we shared with them, are about to reveal to you.

*"Following the advice of your **competitors**, for my first seminar I spent \$16,000 and made \$22,000. The second seminar I spent \$6,000 and made \$1300. Then a few weeks ago I found you. **For my third seminar I spent \$2800, and so far I've made \$55,000.** I'll give you credit for 90% of the success I've had with this seminar. I just followed the advice in your system, for my seminar, the initial interview and the closing appointment and I'm making serious money. In just one month I've made over half of what I made in previous years. I'm certainly glad I found you. Thanks,"*

Peter Orange - WA (former commodities broker, and new to annuity sales)

*"Lew, I just completed my first seminar using the strategic questions we discussed during our first coaching session. The results were remarkable. At the seminar **I had a 90% response on people who have agreed to the one-hour complimentary meeting.** And, I just had my first appointment and uncovered in excess of **\$150,000 for an annuity sale.** The system works and many thanks for your help." **Steve Rogers - OK***

*"Over the last two weeks I have been holding seminars. Appointment results from the first in my series were lower than normal in the past at just 25% (I normally will get 40% to 60%). After speaking with you and implementing some of your tips, **my results exploded to 90% for the next and 75% for the 3rd seminar!** I am amazed that using the same presentation and only asking a few simple questions could transform my appointment request ratio so much. I can't wait to get out and try these strategies on the appointments. Thanks for your help!" **David Hodgkins - NH***

There are **five critical 'Insider Secrets'** to setting appointments right at your annuity dinner seminar, or free educational workshop! By applying these simple techniques you can easily set appointments with 90% of your attendees, and they'll keep their appointments with you!!!



1. **First and foremost you must be inviting the right people!** Running ads in the local newspaper, or sending out postcards to everyone who is 55 or older, only guarantees you'll fill your seats. The problem is you will generally fill those seats with many of the wrong people. If you want to have the right prospects attend your event, then you must invite the people who actually need your help, **and the people you have the best chance of selling.** Your best prospects are generally going to be **middle-income families...** Not affluent people who already have an advisor and don't really need your help. If you are selling annuities you'll want to invite people who are already retired, or are just about to retire. (60 to 80 years of age)
2. **You must make every effort to make an emotional, personal connection with your attendees prior to, during and after your seminar or workshop!** People want to work with people they know and trust. You, or someone in your office, should be calling them to confirm their attendance and then call them two days prior to the event to remind them of the annuity seminar or workshop. You'll want to personally meet and greet everyone as they come in for your event. During your presentation you should make eye contact with everyone, one person at a time. You'll want to make each person feel as if you are having a personal conversation with him or her sometime during your presentation. Then you'll want to visit with each of them after your presentation, while they are eating, to thank them for coming, ask them if they liked the presentation and see if they have any questions.

3. **You must help the attendees to see and understand the financial problems they are facing today and how your information relates to their situation!** (It's not about your products, investment returns, credentials, knowledge or being a great speaker) If the prospect does not see and understand they have a problem and how you can help, then why would or should they take the time to meet with you? You must ask rhetorical questions during your presentation. Ask questions that will get the prospect to think about how what you are talking about relates to their situation. You are not looking for anyone to answer these questions. You just ask a question and then pause to let the question sink in.
4. **You must speak at a sixth grade level... then even the college professors will understand you.** If you use technical jargon, or use big words trying to impress people, you run the risk of making them feel inferior and/or confusing them... in either case they won't set an appointment with you. Or, if they do set an appointment they'll cancel, or just not show up!
5. **You must never ask for an appointment. You must give them an opportunity to meet with you.** If you ask, or push for an appointment you are a salesperson. If you give them an opportunity to meet with you, you're an advisor. There is only a subtle difference between the two, but a big difference in the number of appointments you'll set. "Is it worth 40 minutes of your time to see if...."

Here are what a few more agents, advisors and planners have said about their incredible results with seminars and workshops, using the above critical techniques...

*"I have been applying some of the techniques you shared with me and have been doing really well. **I did 1.1 million in Index Annuity business in June** and have been promoted to branch leader with my company." **Gregg Hall - FL***

*"Thanks for the great advice. You helped me determine areas in my seminar presentation and opening appointments that **allowed me to grow my commissions by as much as 50% over what I was doing in the past.** Lew has been especially helpful in the role playing and immediately being able to point out areas of weaknesses that I was able to immediately correct. Having a coach doesn't cost you money... It makes you money! In addition to the coaching, the annuity packages available for sale on this web site are jam-packed full of information that will help propel you to the top in terms of building clientele and increasing your commissions. These packages are some of the best in the industry, and for the price, you can't afford not to have them." **Rick Wallace - ND***

*"I am having my best month ever with seminars, appointments, and closes. I am sure that a lot of it has to do with the coaching sessions and becoming more aware of my own actions during the seminar presentation and the opening appointments. **I have sold more life insurance in one month than I use to sell in one year and the annuity sales have been unbelievable.** Not only a higher percentage of closes but much larger sales." **Rick Wallace - ND***

Annuity Dinner Seminars and Free Educational Workshops are one of the simplest, quickest and most profitable ways for you to increase your sales. You can have more prospects than you can possibly see, if you apply the above five critical insider secrets. And, you don't have to be a great or polished speaker, or have a dynamic presentation.



One more **Insider Secret**... The only purpose of your annuity seminar or workshop is to set an appointment!!! Do not try to educate, or impress the prospect.

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

P.S. 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 information on selling annuities visit...

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