

How To Quickly Increase Your Life Insurance and Annuity Sales?



Everyday we get calls from established advisors (4 or more years in the business). These advisors were successful in what they were doing, but now they're having trouble. They are in a sales slump. They were buying leads, or their agency was supplying them with leads, and now those leads have dried up! Their direct mail campaign has stopped working! Or, the quality of their leads just isn't there any more! And, they want to know: *"What's the quickest way to generate more leads to get in front of more prospects, to increase my sales?"* It's something everyone goes through from time to time in every sales business. And, today with all the bad publicity and the economic problems it's a problem for almost everyone.

So, What's The Quickest Way To Increase Your Sales?



If you want to quickly increase your life insurance and annuity sales, then stop selling products and instead help them to solve their financial problems. Consider everyone you talk to has a financial problem. It doesn't matter if they are rich, poor, retired, married or single. Their problem may be the fear of not having enough money to pay for their children's college education. It may be the not having enough money to retire. Maybe it's the fear of running out of money during their retirement. Protecting their loved ones. Protecting what they have from predators, opportunists and lawsuits. Paying too much in income taxes. Or, having too much debt. The list goes on and on.

The first step is to quickly increasing your sales, is to look at your primary market and determine what's the biggest, most overwhelming problem you can solve for these people? Remember, if there is no problem, then there is no reason why they should meet with you! People buy based on emotions. They want to either reduce their pain or increase their pleasure. The bigger the problem they have, the more pain they feel and the quicker they want to solve the problem. So, if you can identify a big, overwhelming problem you can solve for your primary market, then the easier it's going to be to set an appointment and make a sale.

The quickest way for you to set an appointment and make a sale is to help your clients, friends, family and prospects to identify a problem (or pain) that they have.

What Problems Can You Solve For People In Your Primary Market?

Let's look at some examples: If you are primarily dealing with young families, then maybe the biggest problem they have is their current cash flow. Most of these people have too much month... compared to their income. Do you have some ideas that could help them to reduce their monthly expenses? How about reviewing their current health

insurance, auto insurance, life insurance, disability insurance, etc. to see if there are some changes they can make to decrease those costs. Can they change their deductibles, remove unnecessary riders or change to a less expensive company? (Make sure it is in their best interest) What other things can they do to decrease their monthly expenses?

Many people have a huge problem with consumer debt. Do you have some ideas that could help them reduce their debts? Again, how about reviewing their current health insurance, auto insurance, life insurance, disability insurance, etc. to see if there are some changes they can make to decrease the costs and free up money to reduce their debts. Can they change their deductibles, remove unnecessary riders or change to a less expensive company? (Make sure it is in their best interest) What other things can they do to free up money to reduce their debts?

If you are working with small business, isn't one of their biggest problems FICA and income taxes? Do you have some ideas that could help them reduce these taxes?

If you are working with retirees, or baby boomers getting ready to retire... What's their biggest problem? Isn't one of their biggest problems the fear of outliving their money in retirement? What can you do to help them make their money last?

These are just a few examples of the problems you can solve for the people in your primary market. Now the question is...

How Do You Turn Solving Their Problems Into A Sale For You?

First, you help them to identify the primary problem they have and then you show them you can help them to solve that problem. By helping them to solve their primary problem you'll gain their confidence, trust and respect. Now you can help them to identify other problem areas where your life insurance and annuity products and/or your services are the solution.

How Do You Generate Leads and Set Appointments With These

People? As I said earlier, if you can identify a big, overwhelming problem you can solve for people, then it's going to be easier to set an appointment and make a sale. So, what do you do to get these people to set an appointment with you?

How about offering your current clients, friends, relatives, acquaintances and prospects an educational workshop on: 'Improving Your Current Cash Flow,' 'Reducing Consumer Debt,' 'Tax Saving Ideas For Small Businesses,' or 'Stretching Your Income During Retirement?'

Why An Educational Workshop?

Would you agree no one wants to meet with a salesperson! The beauty of an educational workshop is that for the prospects there is safety in numbers. People feel much safer coming to a workshop than meeting one-on-one with a sales person. It's a non-threatening way for them to get to know you, see the type of work you do and the help you provide.

The beauty of the educational workshop for you is that you can offer them in large or very small groups. They cost very little to hold. (Under \$100) And, because they are considered a public service you can hold them almost anywhere - in your local library, association rooms, conference rooms, etc. You can do it in only a few days from now.

You can get people to attend your educational workshop just by calling them and inviting them to a special educational event. The main thing is to tell them that this is not a sales event. This is strictly educational. And, you must keep it strictly educational.

If people like the information you provide at the educational workshop, they will want to set an appointment with you.

And, the best part is you can do it right now. It's the quickest way to increase your leads, your appointments and your sales!

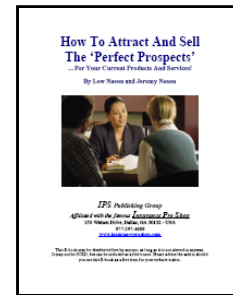
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