

How To Sell Life Insurance... Especially Cash Value Life Insurance!



Every day we get hundreds of people visiting our Web site and calling us. Most of them are searching for sales tips on **‘how to sell life insurance,’** especially cash value life insurance. They want to know how to convince people to buy cash value life insurance, when most people are very reluctant to spend any of their hard-earned money, because they are struggling just to make ends meet!



Unfortunately, when we lay it all out for them on our Web pages, in our articles, in our free reports and on the phone, they don't want to hear it. They still want to believe there's a quicker solution that doesn't involve taking time to read and study. They want a simple idea that will magically attract hundreds of people to them that already want, can afford and can medically qualify for cash value life insurance. These are the same people that will spend thousands of dollars each year on Internet leads, or on a sales system that makes outrageous claims, like promising overnight success while **‘selling from home in your underwear!’** I hope you are not one of those people.

I guess what I'm asking you is, ‘Are you ready to learn the real ‘insider secrets’ to selling cash value life insurance?’ Yes! Then let's begin...

First Learn What's Not Working And Why

To learn how to be successful selling cash value life insurance, you first need to understand what most agents are doing, and why it isn't working.



The majority of agents out there are buying Internet leads, mortgage leads, sending out sales letters, term flyers, cold calling, etc., to identify those people who need life insurance. Once these agents find a prospect that needs the protection for their family, business, etc., they'll jump right in and try to convince the prospect why they should consider buying cash value life insurance. They'll tell the prospect about how much money they'll save by purchasing cash value life insurance while they are young, and the premiums are low. They talk about the merits of owning instead of renting their life insurance. They'll explain to the prospect how they'll get all their premiums back, with interest, so they'll be able to use that money to fund a college education for their children or have more money in retirement. And, how their money will grow tax deferred and how they can access the money tax free, without any IRS penalties. They'll try to convince the prospect that they'll need the insurance in their retirement years, and that

term insurance won't be there when they need it most! All of the things they are telling their prospects are very true and logical reasons to own cash value life insurance. However, in the majority of the cases the agent is indeed lucky if they are able to walk out with a term insurance sale, let alone a sale for cash value life insurance. **Why?**

Then, there are the few agents that will spend \$5,000 or much more on an advanced cash value life insurance selling system, like the Missed Fortune, Infinite Banking, College Funding, LEAP, or Pension Max system. Their objective is to find and attract people who want to hear more about these exciting new concepts, and to set an appointment. So, they send out their books and free reports. And, they run adds in the newspaper offering a dinner seminar. Once they set an appointment with someone who wants to know more, they'll explain how great the concept is and how much better off they'll be financially. The concepts they are presenting are terrific, and they work. And, yet most agents are lucky if they are closing 10% - 20% of the people they are meeting with. **Why?**

The reason both these groups of agents are struggling with selling life insurance is they are telling the prospect how great the product is and logically why they should buy it.

What the Top Producers know that you don't is...

“Telling Is Not Selling!”

If you tell the prospect they may or may not believe you. Remember, in their eyes you are just another salesperson trying to make a sale. If you want to sell most people you meet with, then you have to get your prospects to **‘tell themselves’** why this works, why it's important and why they should take action, now. And, that's about asking questions. Questions like...

How much life insurance do you want? How did you come up with that amount? If you purchase term insurance now, how old will you be when it ends? How long do you want to have life insurance? How much will you have spent for the life insurance during those years? Etc.

What the Top Producers also know that you don't is...

“People Buy Based On Emotion, And Then They Justify Their Decision Based On Logic!”

If you want people to buy from you, then you must get them emotionally involved! People buy for many reasons, but they all boil down to avoiding pain, to gain pleasure, which are emotions. To get people emotionally involved, you must ask questions so they will see and understand the problems they have. The more emotionally involved they are in solving their problems, eliminating their pain, the more likely they are to take action! You must ask questions like...

If you or your wife weren't here tomorrow, what would happen? How much income would your family lose? Could your family keep your home? How do you feel about that? Etc.

Are you planning to pay for your children's college education? What college would you like them to attend? How much do you think it will cost each year? How much have you saved so far? How do you feel about that? Etc.

How much income would you like to have at retirement? What would you like to do? Where would you like to go? How many years do you think you'll be retired? Do you think Social Security will be there when you retire? How much have you been able to save so far? How do you feel about that? Etc.

What the Top Producers also know that you don't is...



“You Must Help People To Find The Money!”

Would you agree that none of us has any extra money? We all are spending everything we earn. So, no matter how good your program or idea is; if your prospect has to sacrifice something in their life, then they are probably not going to do it! However, there are very few people who are not wasting money in some areas of their lives. Your job, if you want to make a sale, is to help them find that money and then help them to establish their financial priorities.

Is what you are spending that money on more important than... protecting your family? ...saving for your child's education? ... saving for your retirement?

Lastly, what the Top Producers also know that you don't is...

“You Must Keep The Closing Presentation Simple and Logical!”

Remember, people buy based on emotion, and then they justify their decision based on logic! If you confuse the prospect at all; give them too much technical information; ask them to make too many decisions; or try to solve all of their problems at once; you'll have trouble closing the sale. If you use a 25 to 50-page report, you'll generally lose more sales than you'll close. It's makes it too complicated and too confusing. People want to know what the bottom line is. If you want to sell more cash value life insurance, then use a two-page summary to hi-light the end result of the program you are recommending, compared to what they've been doing.

Every Top Producer knows that selling life insurance, especially cash value life insurance, isn't about you, your credentials, your products, or even the amount of money they'll ultimately have. It's about helping people to see and truly understand their

financial problems. It's helping them to avoid pain. It's getting them emotionally involved in the sales process and answering their biggest question... *"What In It For Me and My Family?"* It's why these Top Producers are able to consistently attract more people, set more appointments, get more referrals, and close '9 out of 10' sales calls. It's why they are consistently earning \$250,000, \$500,000 and more per year selling cash value life insurance, in spite of this struggling economy!

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

P.S. We've been helping agents for over three decades. And, our systems have a documented 80% success rate, compared to the industries 90% failure rate! For more information about our *Found Money Management™ Advanced Life Insurance Sales System* please visit... <http://www.insuranceproshop.com/lifeinsurancemarketing/>

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Lew Nason, with his son **Jeremy Nason**, RFC, are the founders of the **Insurance Pro Shop** and the creators of the... **Found Money Management™ Advanced Life Insurance Sales System...** The most endorsed and successful Life Insurance prospecting and sales system available for today's insurance professional!

Lew has been helping agents and advisors to achieve long-term success in financial services industry for over two decades. Their unique perspective, on how to truly help clients, has enabled scores of agents and advisors reach the top levels of their profession. Visit their web site at www.insuranceproshop.com or call them toll free @ 877-297-4608.

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