

As an agent with Unique Writers, we want you to achieve your financial goals and dreams. We're here to help you become the best agent you can be. Here are some tips that will help you achieve outstanding success in this business.

- a) Look at each lead and have an initial game plan as to what you will quote and why (consider underwriting/age/health -- product knowledge)
- b) Just set everyone knowing that "If you can see them, you will sell them" (confidence)
- c) Tell the mortgage protection story never straying from the focus on "home and family."
Make it a concept sale... not a cost sale (follow the presentation script)

*Always remember: "How much I can afford...
is how much you will make it worth to me"*

- d) Be prepared for any scenario. Anticipate client situations (older, sick, D.I.) Learn to shift gears smoothly and re-set the table with value.
- e) Get a commitment at the point of sale (check/credit card deposit, paramed exam commitment)
- f) Attitude and control – leave the client with expectations of what will take place
- g) Stay in touch with client up through placement of the policy. Get referrals so that you can make yourself available to more of your target market
- h) Develop a client file. Keep in touch with your clients on no less than an annual basis (for additional sales opportunities)

