

For every lead that you receive... in reality, a request for protection, there was a “moment” when the person filling it out already decided to purchase from you.

Think about it. If you were sitting in front of them right when they started filling out the reply letter, and you merely said “I see you filling that out, it must be important to you.” How many of those could you close? That’s right, pretty much all of them.

That moment never goes away, it just slides slowly back down and deep in the mind until someone, in this case you, brings it back to front burner. However, if on the way to bringing these thoughts back to the forefront of a person’s mind you happen to come across as a telemarketer over the phone, or a life insurance “sales person” while in the home, or anything other than a mortgage protection specialist, the consumer will almost immediately shut down.

That is why it is imperative that you to follow the scripts and keep it simple. It works.

