# P&C Agency Owner/Principal Approach Script

The approach to introducing the P&C Life Writers concept to an agency owner or principal is actually very simple if you keep in mind that your goal is simply to just pique their interest enough that they will want to view a short video and then attend a webinar hosted by the industry expert and creator of this program, Mike Passaglia.

Here are the steps:

1) Walk into agency, present your business card and introduce yourself as the area "Life Affiliate for P&C Agencies." Ask to speak to owner or principal of the company. (CSR's may be a bit stand-offish initially, but don't take that personally, they will love you later)

2) Introduce yourself to owner/principal tell them why you are there and what you specialize in.

*"Mr. Agency Owner, I am a Life Affiliate for a national marketing organization that specializes in the sale of ancillary life insurance products to P&C agency clientele. We have a proven sales & marketing program that allows you to:*

- ✓ *Increase your client retention by 10% or more*
- ✓ *Increase the value of your book of business 2 to 3 times*
- ✓ *Generate $50K-$100K of additional income with absolutely no cost to you at all*
- ✓ *Elevate your agencies image and increase your good will to clients even more than what it is now"*

Hand them the "Learn More" invitation

*"I'd like to invite you to simply take 5 minutes and view a short video by our company's founder that explains this program in greater detail so you can determine if this is something that might be right for you."*

Leave the flyer behind and let them know that you will follow up with them in a few days.

3) If you cannot see owner/principal, ask for a time when you can. Leave behind your business card with the "Learn More" invitation. Call and follow up with the owner/principal and encourage them to take 5 minutes to view the video on the website.

4) The video gives them an overview of the program and then invites them to attend a personal presentation (webinar) by Mike Passaglia. They will be able to register quickly and easily right then for the next scheduled presentation. Typically these presentations will be held twice a week on Tuesdays and Thursdays.

After they attend the presentation (webinar), follow-up with the owner/principal and take the next steps to get the ball rolling. Stay in regular communication with Mike Passaglia so that he can help you close them and get you started with that agency. From there, just follow the program and it will lead you to success.