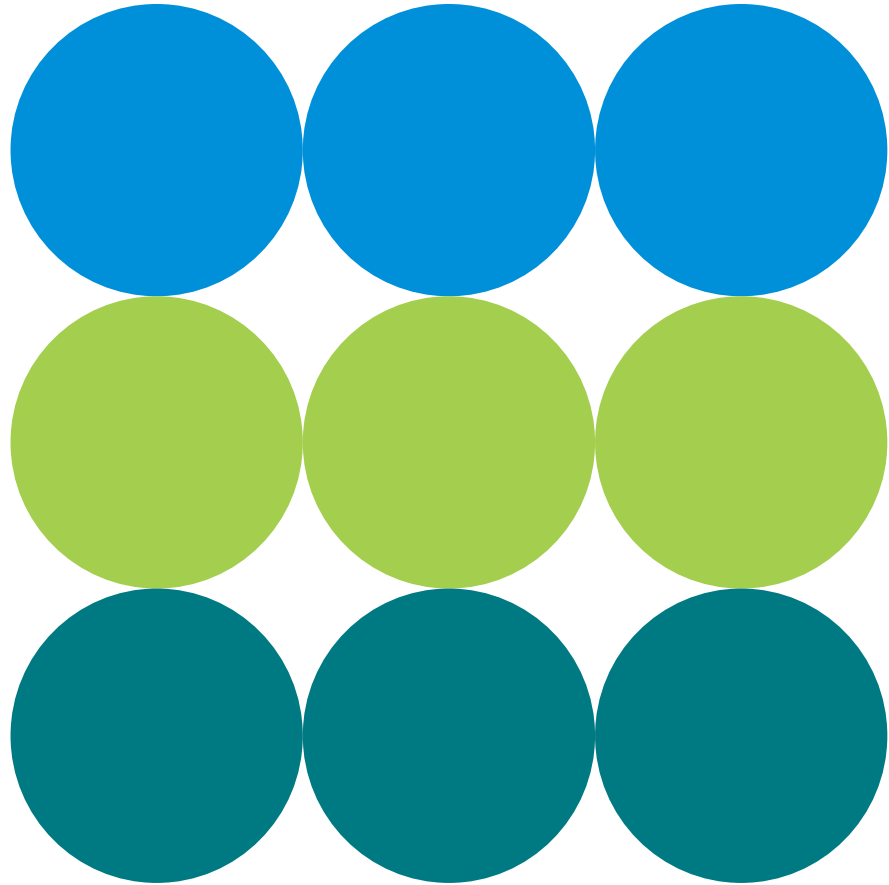




Prospecting





Prospecting

Objectives

By the End of the Session You Will

- Be able to find prospects from a range of different sources
- Be able to explain which methods of prospecting are the most profitable
- Be able to obtain referrals from your clients, friends and family



Prospecting

Prospecting is the most important of the sales skills

The best presenter and closer in the world **will do badly** if he has **no prospects**

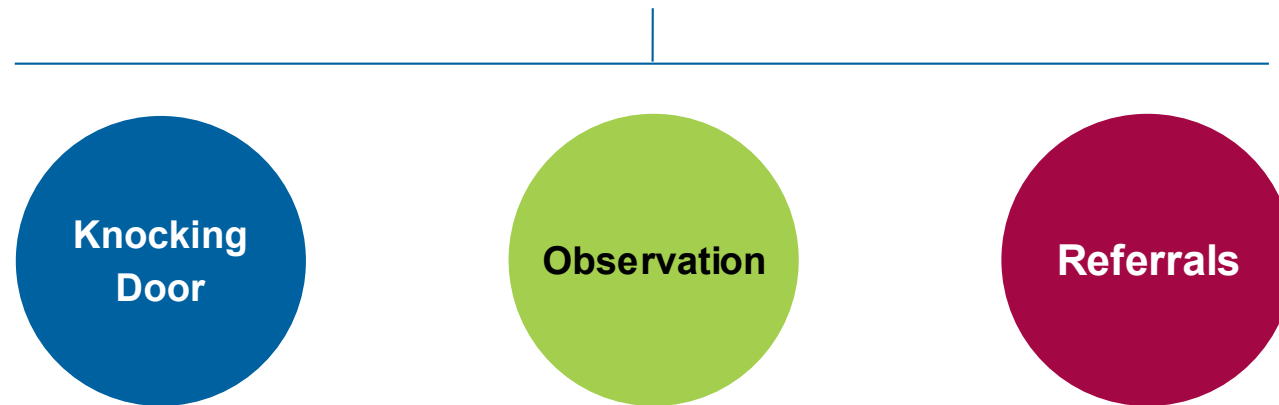
The worst presenter and closer will do OK if he has **lots of prospects** to talk to

Prospecting should be your main activity



Main Sources Of Prospecting

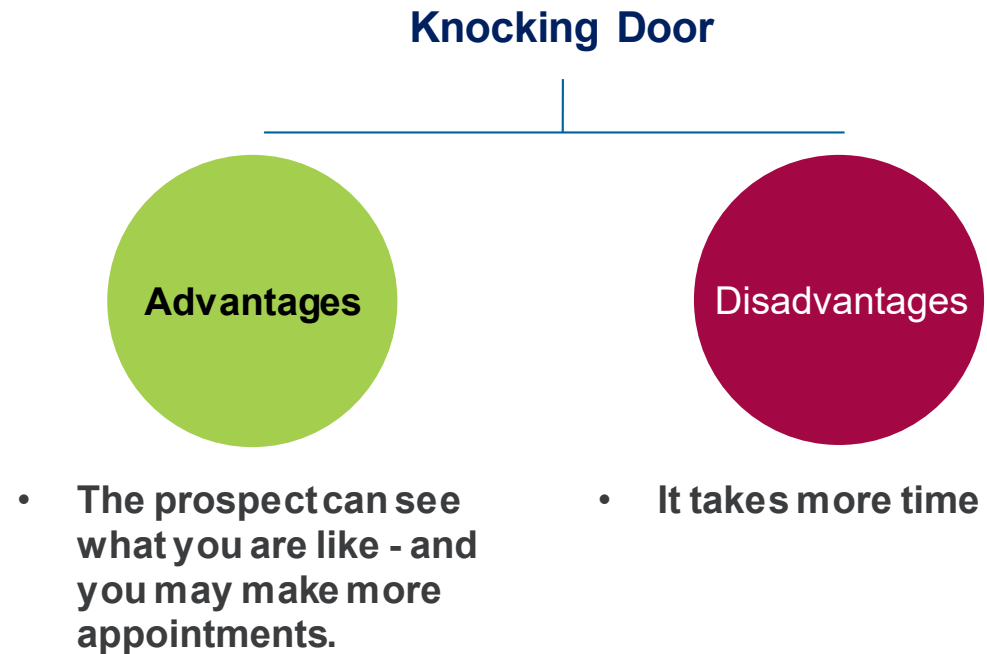
Three main sources for a new prospect



Prospecting should be your main activity!

Main Sources Of Prospecting – **Knocking Doors**

- **Knocking Doors** is simply knocking on peoples' doors and asking for an appointment.



Main Sources Of Prospecting – **Observation**

- **Observation** is One of the most important ways of prospecting is Keeping your eyes (and ears) open for people who have.

Marriages



Promotions



Birth



Change in
Business Ownership



People Moving
Into The Area



Or

While Doing Your
Day To Day Activities



Main Sources Of Prospecting – **Observation**



Marriages

- If you know two people are making a commitment to look after and care for each other.
- Help them to do this by protecting them against death or disability.
- Congratulate them on their wedding and follow up with a call and ask for an appointment to discuss.



Promotions

- When someone is promoted they usually have more money.
- Help them invest their increased salary the right way.
- Congratulate them on their promotion and follow up with a call to ask for an appointment.



Birth

- If you know a family has just got new responsibilities.
- Help them protect the baby by making sure that they can cope with the death or disability of either parent.
- Congratulate them on the baby birth and follow up with a call and ask for an appointment.

Main Sources Of Prospecting – Observation



Change In Business Ownership

- The new owners will have new opportunities and challenges
- Help them protect the business and invest their profits
- Congratulating them on their new business venture and follow up with a call and ask for an appointment

People Moving Into The Area

- This is a time of new opportunities and worry for a family
- Help them overcome some of their worries and fears
- Welcome them to the area, follow up with a call and ask for an appointment.



While Doing Your Day To Day Activities Remember That :

- Prospecting has no specific time or place !
- Keep it as an active habit wherever you are and at any time.
- You can never know, when you will meet your prospect, it can be in a coffee shop, gym or even at your doctors clinic.

Main Sources Of Prospecting – Referrals

- **Referrals** Are the most effective way to make a success of your career and Most top sales people make obtaining referrals their top priority.

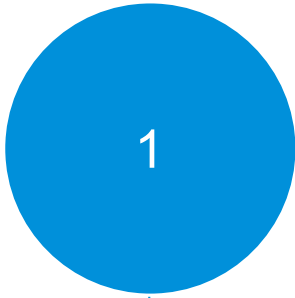


Advantages Of Referrals

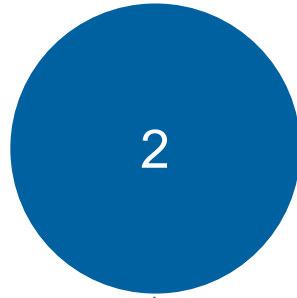
- You can select your own client
- You can prospect based on potential needs
- You can make appointments more easily
- You will obtain a better closing ratio
- You can obtain better conversion ratio and persistency

Main Sources Of Prospecting – Referrals

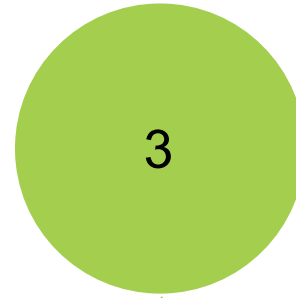
You Can Always Get referrals from :



Centers Of Influence



Clients

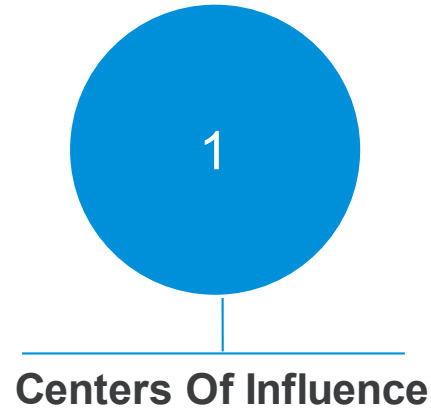


Nests



Friends & Family

Main Sources Of Prospecting – Referrals



A Center Of Influence is a man (or woman) who is very well respected in his community, for example: A doctor or a religious leader.

- His referrals will be very powerful and making appointments will be easier.
- You must cultivate a relationship with the individual, show him what we do, how we can help people and how much these people will benefit from what we do.

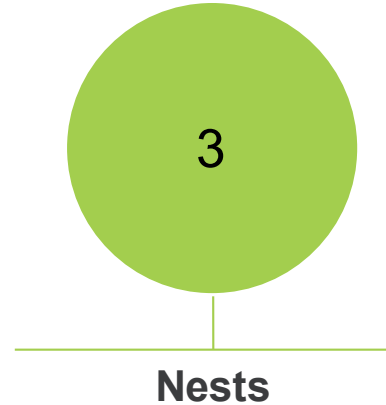
Main Sources Of Prospecting – Referrals



You must ask for referrals at every opportunity you can have:

- After completing the sale
- When you deliver the policy
- When you see the client for an annual or semi annual service call

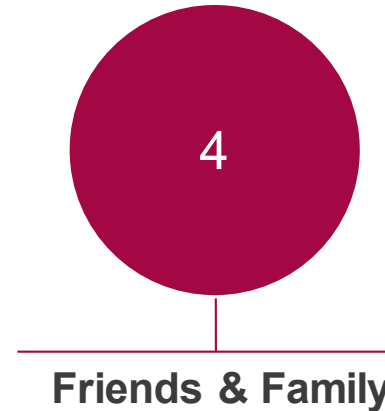
Main Sources Of Prospecting – Referrals



A Nest is a club or social group where you should try to become accepted in, as the resident expert on insurance:

- Join a club and become an accepted member of the group.
- Do not try to sell to anyone initially, but sell the benefits of what you do.
- People will ask you what sort of day you had at work, tell them a story that will show the benefits of what you do, make sure that you have a number of stories that cover a range of events.
- In a short time you will be regarded as an expert and people will think of you for every insurance or savings need They will think of you each time a friend has a problem and will refer their friends to you.

Main Sources Of Prospecting – Referrals



Family & Friends

- Many agents sell to their family and friends, Some agents are afraid to sell to family and friends in case it damages their relationship.

The most successful agents use their family and friends to obtain referrals

- But remember, you have a duty to make sure you family and friends are covered, if a member of your family dies and leaves his wife and children with no money, you share part of the blame if you have not tried to help them.

Qualifying The Prospect

As you obtain referrals you should obtain as much information as possible

for example: Their ages, Their family circumstances, Their address, telephone numbers and Their job and approximate salary.

Your prospects should have 3 things

- **Money** - to buy our products
- **Accessibility** - you must be able to contact and see the prospect
- **Need** - there should be some reason to buy our products

**Contact those prospects with Money, Accessibility and a Need immediately
And save the rest for a time when you have no other prospects,
Or visit them and use the Prospecting Into Sales script to obtain more referrals.**



Navigating life together