

The Approach System

Purpose: To create CURIOSITY and make a time to get the prospect to listen to the presentation.

Tips:

1. The APPROACH should always be brief and simple with sincere ENTHUSIASM AND BELIEF. It's not what you say, but how you say it!!!
2. If you're excited and your enthusiasm shows, people you approach will be CURIOUS. When people are CURIOUS, they ASK QUESTIONS!
3. The purpose of the APPROACH is to create CURIOSITY and SET A TIME to deliver a PRESENTATION.
4. When you begin to answer QUESTIONS, you move immediately from the APPROACH TO PRESENTATION.
5. Your job is to get your PROSPECTS in front of someone who is experienced and qualified to give a presentation (1 on 1 or group). NOT give a presentation.
6. It is not INFORMATION that will get your PROSPECT to a presentation! It is CURIOSITY.
7. The APPROACH should always be directed at the RECRUIT/DREAM side of the PROSPECT.
8. YOUR EXCITEMENT AND ENTHUSIASM determines the level of interest that you will generate in the Approach.
9. When you EXPECT to get the interest of the prospect, YOU WILL.
10. Every PROSPECT is interested in MAKING AND SAVING MONEY- NOBODY-NO ONE-NOT ANY OF YOUR PROSPECTS ARE INTERESTED IN SELLING INSURANCE-for that matter, they are not interested in BUYING insurance-or for that matter, they are not even interested in TALKING to you or anyone about either of the above. THEREFORE, if you plan to get interest you had best not even THINK about those uninteresting things and you certainly had better not TALK about them!!!
11. PROSPECTS want you to be DIRECT, SINCERE, AND HONEST in your approach. They like for you to come right out with the PURPOSE OF THE CALL!!! LIMIT YOUR SMALL TALK. This is DIRECT AND HONEST. Now you should have generated enough curiosity to get the PROSPECT to take time to hear the Primerica story. If they start asking questions, BE HONEST. "I'm just getting started, I don't know how to answer your questions that's the purpose of the presentation.
12. As soon as you have an appointment, HANG UP or LEAVE MORE TALK = MORE MISTAKES ... LESS TALK = LESS MISTAKES!!!