

# Six Simple Steps to a Successful Sale

## **Approach**

Take time to know your prospect. If you know them personally talk to them about your common knowledge, or experience, or kids or town. Make them relax.

## **Qualification**

Do you know what LTC is? Have any of your family, close, or distant needed LTC? Is this something you have talked about? Is this something you feel is a necessary part of your retirement plan? How is your general health? Do you take prescriptions--maintenance type i.e. High Blood Pressure medication--insulin--etc.

## **Presentation**

Use the manual--If you don't want to, use the company presentation material, and don't try to wing it.

## **Summary**

You can have two types of retirement plans, insured or not insured, which do you prefer. Does this program, (whatever you discussed) seem to fulfill your needs. One thing regarding the present, you will never be any younger than you are today.

## **Cost**

The cost for you and your spouse (or just you) is the amount we discussed. Does that make sense?

## **Close**

We need to complete this application (take out the app) so the company can assess the risk at the rate I quoted you. The premium as we discussed is \_\_\_\_\_ per year, or you can begin your program semi-annually, quarterly, or check-o-matic. How would you prefer to handle this?