

## Working your Warm Network: The “Dos and Don’ts” with Friends and Family

Working with friends and family is a great way to get your referral pipeline filled quickly, and a good way to get some production to pay the bills while you are still going through your learning curve. The Friends and Family Approach and Intro have been tailored to this specific scenario, and they do a great job of eliminating the pressure and potentially awkward nature of selling to your personal network. The most important thing to remember is to put your focus across the table. This should be about understanding their situation and showing them how to better protect their financial situation from the unexpected. Here are a few important tips on making friends and family demos as effective as possible:

### 1. **RELAX.**

These are the most fun presentations there are. I always tell my buddies how cool my job is, because I get to hang out with them and “act like I’m working!” These people have known you for a while, so just chill out and talk to them.

### 2. **BUILD RAPPORT.**

This is important in a cold call, and even more so when you are with a friend. Just talk like you normally would, but don’t forget why you are there. It’s important to be time conscious. 10 minutes of catching up is great. Too much more than that can make it difficult. Don’t be afraid to let them know you have another appointment after them. A great lead in can be, “So, have you heard much about what I do from anyone else yet?” OR “Do you mind if we just get this ‘work part’ out of the way?”

### 3. **USE. THE. SALES. TALK.**

The words have been specifically designed to help you accomplish 3 things very quickly:

- 1) Give the prospect a thorough understanding of how it works
- 2) Identify their need
- 3) Bring them to a decision today

### 4. **HAVE CONFIDENCE.**

If you don’t believe in your heart that they should have this coverage, don’t waste your time or theirs giving them a demo. That being said, if you honestly believe it is something they should have, you need to convey that with confidence. I absolutely would not push a friend or family member to get something they did not want, but I will definitely speak passionately about something I believe in. They can’t go to the store and pick up a cancer plan next weekend, and no one wakes up out of the blue and predicts the day they’re going to need it. This is your opportunity to make this available to them.

### 5. **CLOSE.**

You owe it to the people across the table to help them make a decision. When you sit down with a friend or relative, you obviously do not want them to feel pressured or obligated, but you do need to use the transition to close and follow the closing steps. When you get to the application, you must break eye contact and put the pen to paper. Looking them in the eye and waiting for them to say “I’ll take it!” just does not work. Remember, the purpose of the close is a decision, not necessarily a yes. We will take a

definite no over a maybe any day. When the close is done correctly, it creates space for the prospect to make a decision. As long as you are fine with them telling you yes *or* no, then there should not be any awkward pressure here.

**6. ESTABLISH A GREAT BUYING ATMOSPHERE.**

Setting the proper buying atmosphere is critical. Learn it word for word. Use it word for word. Listen to the audio on repeat until you've got it DOWN COLD. Your job is to make sure they know you're truly ok with them saying no. The overwhelming majority of procrastination objections with friends and family come from not doing this properly. Because they know you they're concerned about hurting your feelings if they don't sign up. Following the script insures that they understand the most important part is them making a decision the first time they see it- whether yes or no.

**7. TAKE CONTROL OF THE SITUATION.**

Sit down at the table & eliminate / reduce any possible distractions. If there are other people around, get some privacy so you won't be interrupted.

**8. SHOW BOTH SPOUSES TOGETHER.**

Always demo both husband and wife together with friends and family. Always. Showing it to one without the other simply does not make sense. Again, the goal is for this to be the one and only time you go through this with them, so showing one without the other just doesn't make sense.

**9. SET APPOINTMENTS IN WINDOWS.**

Scheduling appointments by exact times restricts your time efficiency significantly. Setting them in windows (7-9pm), gives you much more flexibility to accommodate any changes in scheduling that may arise from your other appointments. *(Listen to audio for more on this)*

**10. DO NOT DEMO MORE THAN ONE FAMILY OR INDIVIDUAL AT A TIME.**

Situations may arise where you would have the ability to demo more than one individual or couple at a the same time. Don't do it. It makes every step of the cycle of selling more difficult and greatly reduces your chances of getting anyone covered.

**11. DON'T TAKE IT PERSONALLY.**

Be prepared to be surprised by who does & doesn't sign up. Because you believe in this, AND because you care about them, it's critical that you don't take their decision personally. Be prepared to be frustrated if they choose to not sign up and be prepared to be surprised by who signs up for every plan you have. Understand that you have done your part by showing it to them. What they do from there is up to them, and won't affect your relationship at all.

**12. GET REFERRALS WHILE YOU'RE WITH THEM.**

If you don't do it before you leave, you will not get very many!

## **Friends & Family Phone Approach**

*Blah, blah, blah (insert small talk here:)*

### ***Quick version***

*(to use with anyone who you know will meet with you based on your relationship alone)*

“Hey, by the way, I want to set up a time to sit down with you and go over what I’m doing now. What’s your schedule like this week?”

### ***Regular version***

*(for anyone who may want a bit more info)*

“Besides catching up, I was also calling to talk to you about my new job. Did I tell you I’m starting a new career? Well, for the last month or so, I’ve been getting ready to start working with a company called Family Heritage, and it’s something I’m really excited about. What I wanted to ask your help with, was to see if we could get together sometime for me to share with you exactly what I’m doing now. We specialize in supplemental plans, which protect your finances if you were to get sick or injured. I honestly don’t know whether or not it will make sense for you guys, but I wanted to at least show it to you. Actually, I’m focused on building a business network based on referrals. What I am doing is sitting down with \_\_\_\_\_ and \_\_\_\_\_ (use names of other friends in common), and showing them exactly how the plans work. That way they can feel good referring me to people they know. I don’t want any of my friends to feel pressured, or like they have to buy from me. As far as you are concerned \_\_\_\_\_, it is either going to make sense for you personally - or it won’t. I just want to make sure you have access to it if you see value in it, just for my conscience sake, because if something ever happened and I hadn’t at least talked to you about it, I’d feel terrible. And if nothing else, at least you’ll know what the heck I do for a living. This week, I’m available....”

## Friends and Family Intro

How I got started... *(Tell your story)* ...

Honestly, I am more nervous going through this with you than I am with a complete stranger *(make solid eye contact here)*. I also want you to know that I have this coverage myself because this is something I really believe in - so if I sound really convicted in this as I explain it; that is why. Plus, like I said on the phone, I am doing this as much for my conscience sake as yours. I mean if anything ever happened to you that we would have covered, and I hadn't even shown it to you, I would feel terrible.

So I have been making a deal with everybody. This is the **1 time** that I am going to bring this up. I'm not going to set up a booth at the next holiday party or talk about this the next time we hang out. Is that ok? I will just put on my 'Family Heritage Hat' for tonight and explain this. If it makes sense for you, the application takes about 2 minutes and we can get you set up tonight. If it doesn't make sense for you, that's totally fine. I promise you won't hurt my feelings one bit. I'll drop it completely and we'll still be cool (SMILE); but the last thing I want is to be "that guy/gal" who's always chasing people down to pitch something. So all I ask in return is that after I get done explaining it, that you just let me know one way or the other tonight. Is that fair?

And one other thing; whether it fits you personally or not, if it is something you see value in, I am definitely going to ask for some referrals when I am done, ok?

Great. So here's how this works: