

Cam Cooper

Business Card Introduction: BCI (2 a day)

I don't mean to bug you but who currently handles your life insurance outside of your job?

WFA: I don't have any life insurance. . .

Me: You don't have any life insurance? Are you married? Do you have children?

Me: You have no life insurance outside of your job? Is there any reason you don't have life insurance? WFA

Me: It looks like you're around your ____ (age). If I could put together a policy for you and your family for about \$100 a month, how does that sound?

Seems like you're interested

Let me get your number. What's your schedule like this evening around ____? I'm open tomorrow around ____ or ____? Are you familiar with Zoom? Are there any health challenges you have? Who do you currently bank with? We're not allowed to take any cash or credit card. We use ACH. It protects you and insures that you are insured right away.

Linking (after policy is completed, Thank the customer, then say. . .)

I'm on a mission to make sure your family and friends know about me. I'm on a mission to ensure everybody in my community and your community gets covered with life insurance. Who are 5 – 10 people who needs to hear about this information that I taught you today? I'm talking about ____ if you found out something happened to them and you didn't tell them about life insurance and myself, that you'd be totally devastated. WFA

Who else and who else and who else etc

What's ____ number? What's ____ number? Etc

Qualify: how do you know these people.

____, go ahead a call ____ on the phone for me because you said this is your ____.

Let's get her on 3 way and just tell her about who I am really quick and tell her what you got and you want tell her about your insurance. Put her on speaker.

Or do a 3-way text

Hey _____. Chanika is on this text. She's my life insurance consultant. I'm passing you her number. You guys need to talk. She just set me and my family up with a great plan and I think you should give her a call. Is it okay?

(In the group text, you send this text out.)

Hey can we get together for about 10-15 min today?

Hey, I just started a new career I'm excited about and I listed you as a character reference, please be expecting a phone call from my District Leader Stacey and say some good things about me. Thanks