

## **I wanted to stop by for a couple of reasons:**

1. Most people remember that they bought something but not what it covers...
2. We might owe you some money.
3. To show you what's new.

**Use a brochure to give them a refresher on what they have.**

## **Transition:**

Now that you have the very best accident and injury policy out there that covers the day-to-day stuff like broken bones and injuries, most of my clients are like, "Gosh, I would hate for something critical or major to happen and I wasn't covered." And when I say critical or major, there are two things that come to mind. Almost everyone knows someone who has gone through cancer, and heart attacks and strokes just kind of run in people's family trees. Who is the closest person to you who has been through one of those?"

## **Sprinkle this in during the demo:**

Some of my clients like to round out their coverage.

A lot of my clients say, “It’s kind of like a flip of a coin. I’d hate for something to happen, and I had gaps in any of my coverage.” So, we just want to make sure that you aren’t under insured and missing out on any coverage because the saddest thing for me is when I go back to see someone and they say “Gosh, I wish I would have seen this sooner.”