

Buying Atmosphere

This is a part of your "Core 4" and needs to be memorized word for word.

Remember:

Slow down, sit back, and relax.

Talk to them like you're talking to a friend

February 26, 2008

Richard E. Davis
16 Covered Ct
Wayton, NC 27320

INFORMATION
RELEASE
AUTHORIZATION

You have recently received a benefit payment from Family Heritage Life Insurance Company of America. We are pleased that you saw the importance of our insurance program and decided to provide your family with supplemental financial protection.

The best way to get our message to others is on the recommendation of those who have benefited from our insurance programs. We ask your permission to tell others that a claim was paid to you and share the information below.

Whether you decide to grant us permission or not will have no effect on the benefits of your policy, its terms or conditions. Thank you for your consideration in helping us help others.

Name :	Richard Davis	Policy :	324063-0
Coverage :	Elite Level Accident	Total Paid :	\$10,575.00
Benefit Period :	Aug 22, 2007 to Nov 28, 2007	County :	Johnston
Illness Type :	Aug 22, 2007		

I hereby give Family Heritage my permission to use the facts shown above, together with writings and comments made by me, in connection with your sales presentations, educational and advertising programs.

Signature: Richard E. Davis Date: 02-26-08

Comments: This policy should be a no-brainer for anyone who drives a car or motorcycle. Accidents don't have to be YOUR FAULT to cost you dearly; just ask the lady who pulled out right in front of me. No one ever says, "I had an on-purpose today." It's always unexpected. I had never had an accident in my life before this happened. I had already received almost \$8,000 from the accident plan and I just got another \$2,700 from the ICU benefit on my cancer plan. This insurance is the gift that keeps on giving!

I'm really glad this policy has a "refund benefit". I've seen plans like this offered at work, but always passed because I didn't want to risk losing money. I signed up for this hoping it would just be the savings account that I always meant to start. I'm pretty sure that I would not have signed up without the money-back feature.

(If necessary, please continue on the other side.)

(their name) that was the long part, the policy itself is just a few pages. I always show this to everyone and then ask a favor.

(Pull up claim for accident.)

This is from one of our policy holders, _____. He/She said,

READ ENTIRE TESTIMONIAL WORD FOR WORD

(Turn iPad off and look at your prospect while saying this)

Now, it's not my job to pitch you on this, it's just my job to explain the benefits. About half the people I show it to get it, and about half don't. If for any reason you fall in to that second category that's totally fine, I'll cross you off, I'm really easy to get rid of *(Smile and pause)*

The only favor I ask is that AFTER I explain how it works, and after I answer your questions, if you could just give me a definite "yes" or a definite "no thanks". Is that fair enough?

(if they say ANYTHING other than yes you'll say:)

(Name), I've had people feel like that before, this is just the type of thing that people only think about two times. Once is when I sit down with them; when do you think the other time is? Yeah, when it happens. And in my business that's called too late! So the only favor I ask is that after I'm finished, if you could give me a definite "yes" or a definite "no thanks", is that fair enough?

Move on to the next part only if they say yes