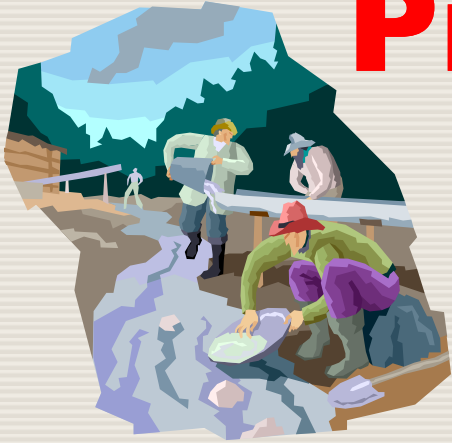


# Prospecting 101

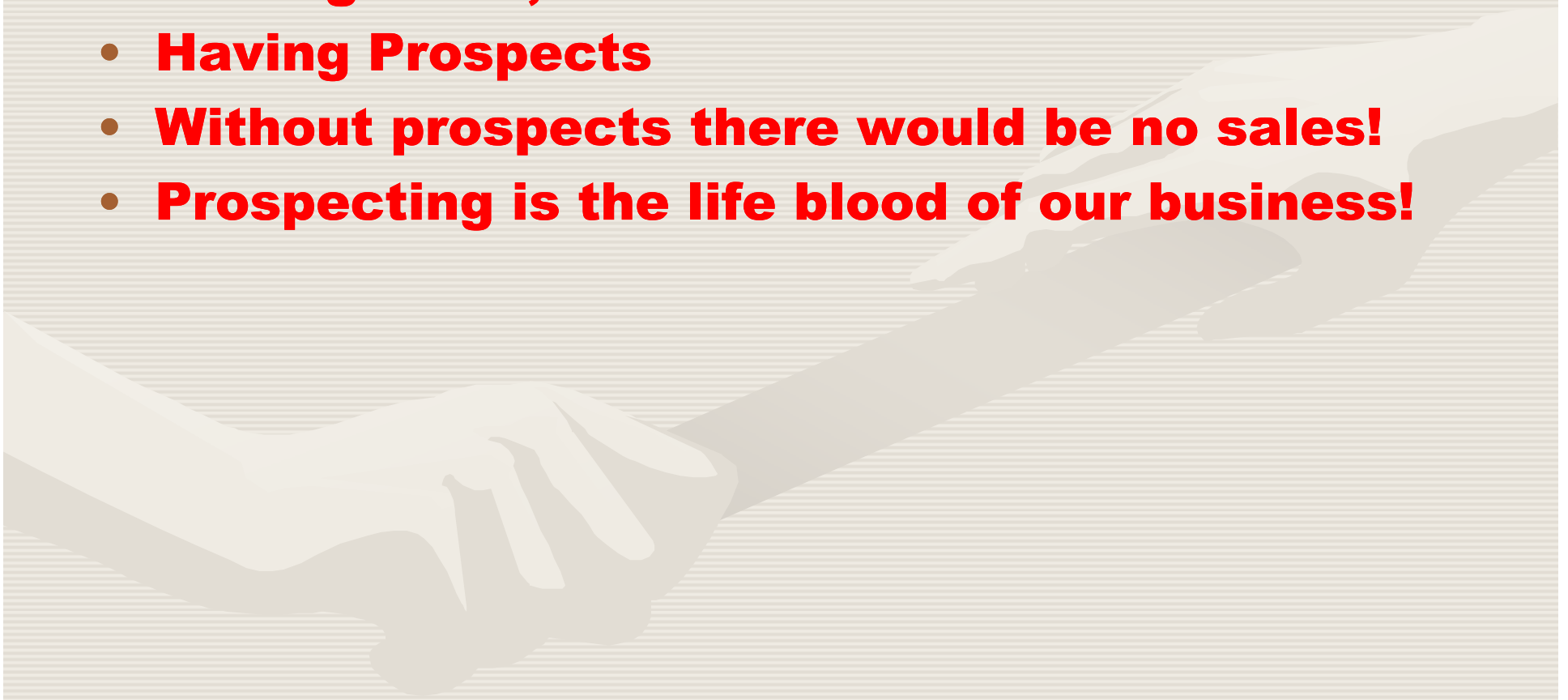


**Prospecting the Life Blood of our Business!**



# Question!

- **What is most important:**
- **Making sales, or**
- **Having Prospects**
- **Without prospects there would be no sales!**
- **Prospecting is the life blood of our business!**



# Prospecting

- **Prospecting is the fuel that drives the vehicle “The Life Producer”.**
- **“When you are out of prospects, you are out of business”.**
- **To succeed in this business, you must have a constant source of prospects.**
- **Prospecting is the first step in the sales process.**



# **Transaction based Prospecting vs. Needs based Prospecting**

- **Transaction Based prospecting focuses on a specific product or market, “ *A get in get out mentality*”**
- **Needs Based prospecting is a “*client building philosophy*”,**
- **Client building stresses making the prospect a client by first listening to and focusing on his or her needs. The product is secondary to the act of filling the clients needs, and laying the ground work for a long lasting continuous relationship!**



# Prospecting Habits

**Your future income depends on acquiring and keeping “five” specific prospecting habits:**

**1. Getting names of people: “Suspects”**

**From personal observation, personal acquaintance, centers of influence, referred leads, policyowners, direct mail, list, newspaper, cold canvas.**

**These names are “suspects” until they have been qualified.**

## Who Do You Know?

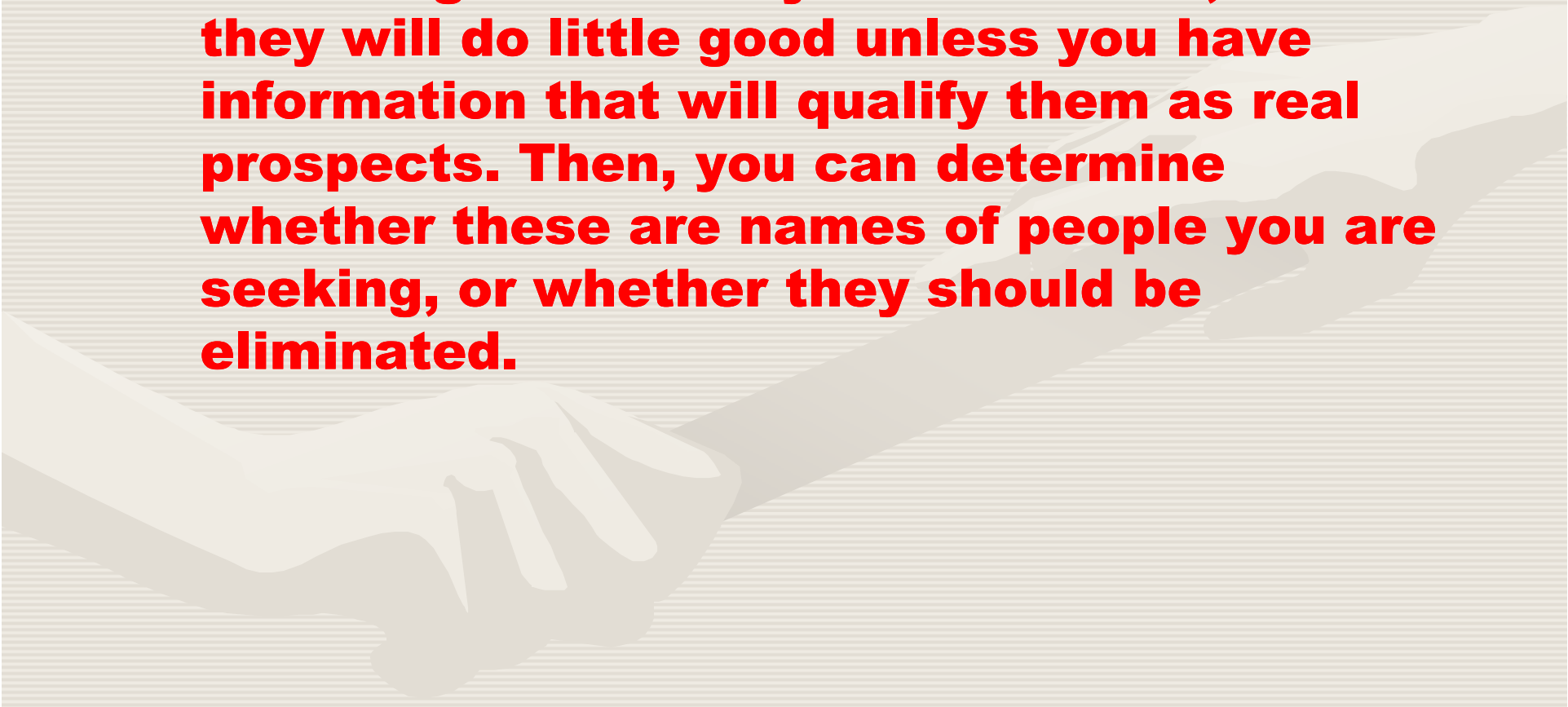
- ☐ Who is designated as guardian(s) of your children?
- ☐ Who is the most successful person you know?
- ☐ Who is the most financially successful person you know?
- ☐ Who is the wealthiest person you know?
- ☐ Who is heavily invested in the stock market?
- ☐ Who owns a lot of real estate?
- ☐ Who owns a business?
- ☐ Who owns more than one business?
- ☐ Who owns a business where their children are involved?
- ☐ Who owns a family business which has been around for two or more generations?
- ☐ Who recently started a business?
- ☐ Who may start a business?
- ☐ Who are community leaders?
- ☐ Who is on a board of directors?
- ☐ Who is on several boards of directors?
- ☐ Who are some top sales persons?
- ☐ Who do you do business with?
- ☐ Who is your printer?
- ☐ Who is your stationer?
- ☐ Who is your car dealer?
- ☐ Who does your dry cleaning?
- ☐ Who are your suppliers?
- ☐ Who are your competitors?
- ☐ Who do you play golf with? Tennis? Cards?
- ☐ Who are members of clubs and associations of which you are a member?
- ☐ Who recently received a promotion?
- ☐ Who has potential for great success?
- ☐ Who are your attorneys?
- ☐ Who is your accountant?
- ☐ Who are your family doctors (yourself, spouse, children)? Specialists?
- ☐ Who are your family dentists?
- ☐ Who is your chiropractor?
- ☐ Who gives a lot of money to charities?
- ☐ Who has inherited a lot of money?
- ☐ Who expects to inherit a lot of money?
- ☐ Who are your neighbors?
- ☐ Who are your friends? Your spouse's friends?
- ☐ Who are your family members?
- ☐ Who is your closest friend?
- ☐ Who is your spouse's closest friend?
- ☐ Who would you invite to a party in your home?
- ☐ Who would you invite to a small dinner party in your home?
- ☐ Who did you go to school or college with?
- ☐ Who recently had a child?
- ☐ Who is expecting a child?
- ☐ Who recently married?
- ☐ Who is planning on marrying?
- ☐ Who has a lot of children?
- ☐ Who lives with someone but is not married?
- ☐ Who has adopted children?
- ☐ Who goes to your church or temple?
- ☐ Who has children at the same school?
- ☐ Who are your business associates?
- ☐ Who has an office near yours?
- ☐ Who takes care of your home? Landscaper? Pool service? Pest control service?
- ☐ Who is your architect? Builder? Plumber? Electrician?
- ☐ Who owns the grocery store you do business with?
- ☐ Who recently moved into your neighborhood?
- ☐ Who recently moved to a new neighborhood?
- ☐ Who recently bought or built a new home?
- ☐ Who recently bought a vacation place?
- ☐ Who travels a lot?
- ☐ Who owns a yacht?
- ☐ Who owns horses?
- ☐ Who owns a plane?



# Prospecting Habits

## **2. Qualifying these people: “Prospects”**

**You can get names by the hundreds, but they will do little good unless you have information that will qualify them as real prospects. Then, you can determine whether these are names of people you are seeking, or whether they should be eliminated.**



# Prospecting



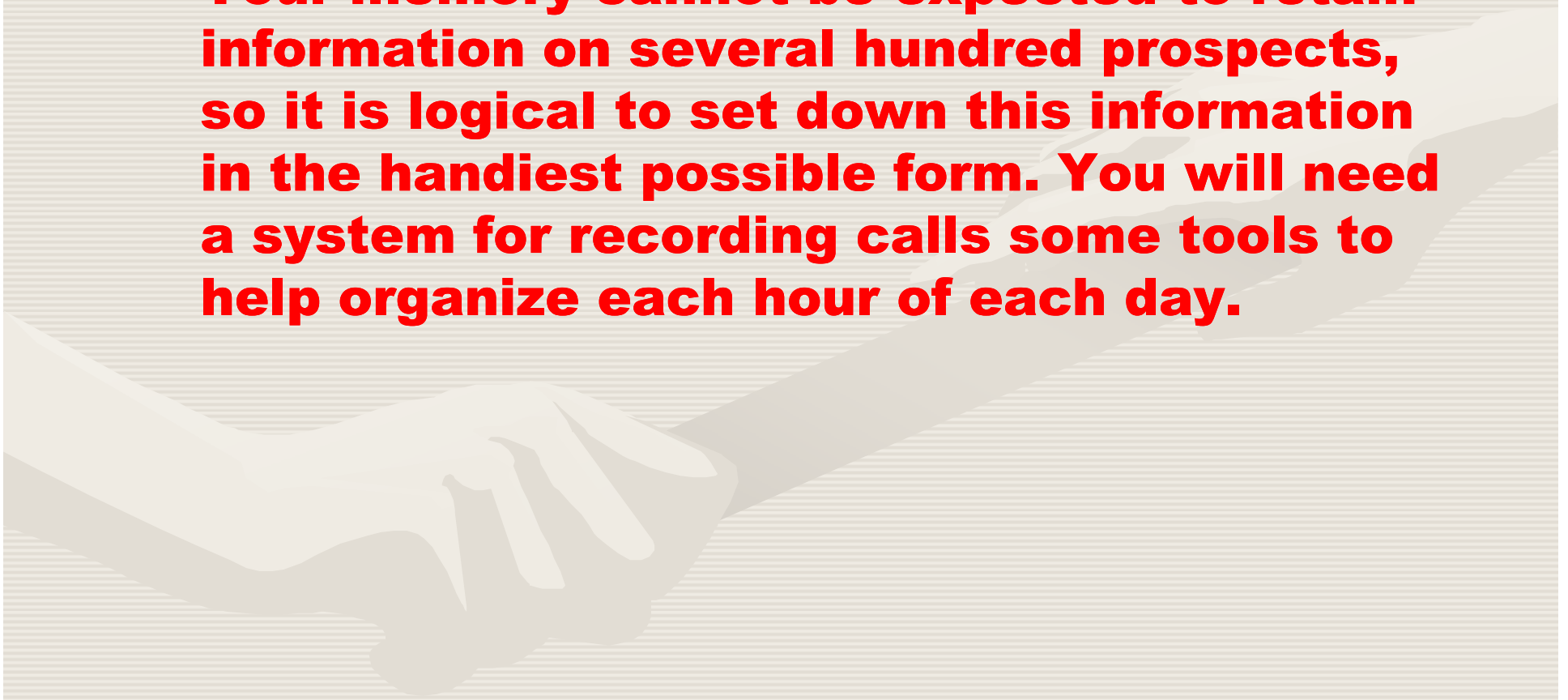
- **Qualifying Prospects:**
- **“ Four key elements”**
- 1. **Must have a “NEED,” they must have a need for life Insurance.**
- 2. **“Ability to PAY,” can they afford it?**
- 3. **“Approachable,” approach under favorable conditions.**
- 4. **“Insurable,” can they qualify?**



# Prospecting Habits

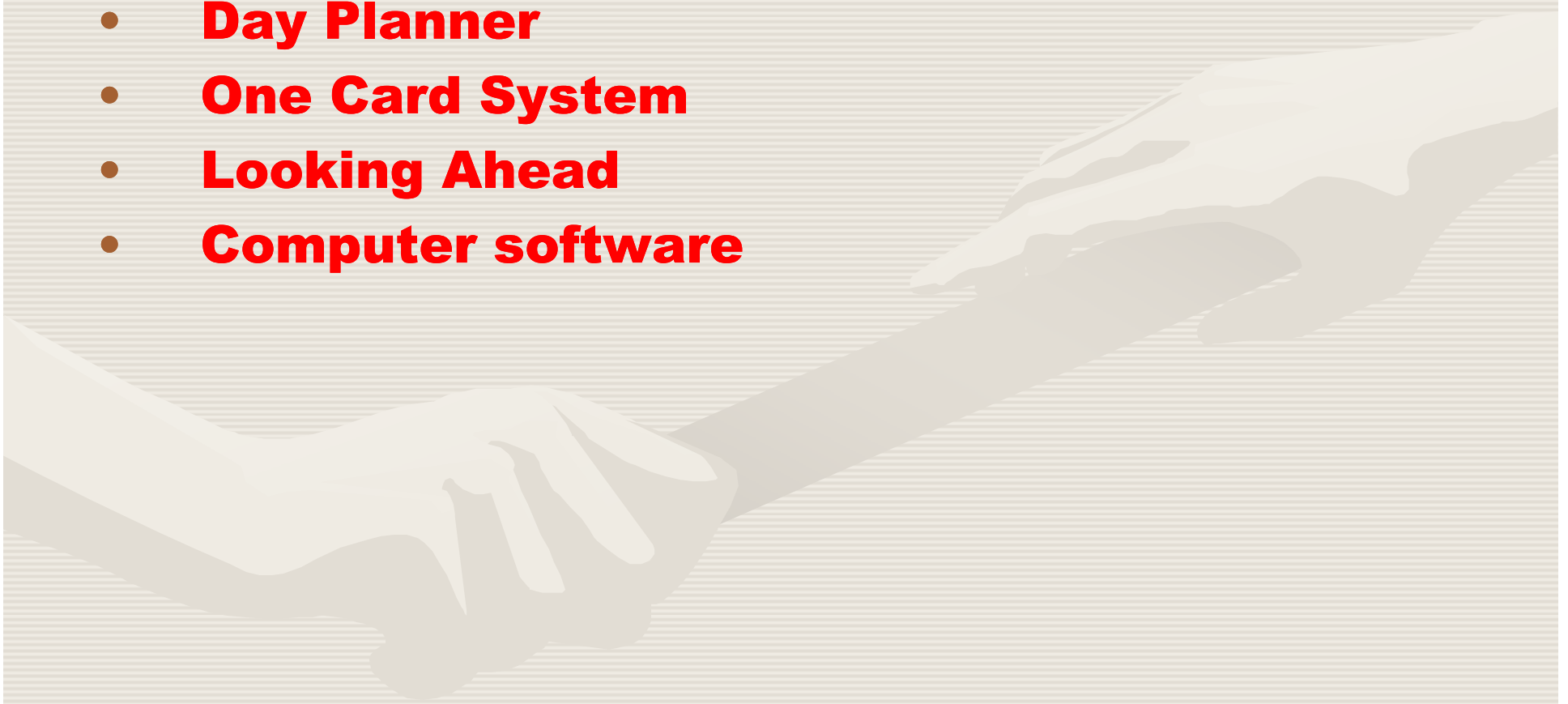
## **3. Recording this Information:**

**Your memory cannot be expected to retain information on several hundred prospects, so it is logical to set down this information in the handiest possible form. You will need a system for recording calls some tools to help organize each hour of each day.**



# **Gathering, Maintaining, & Managing Information!**

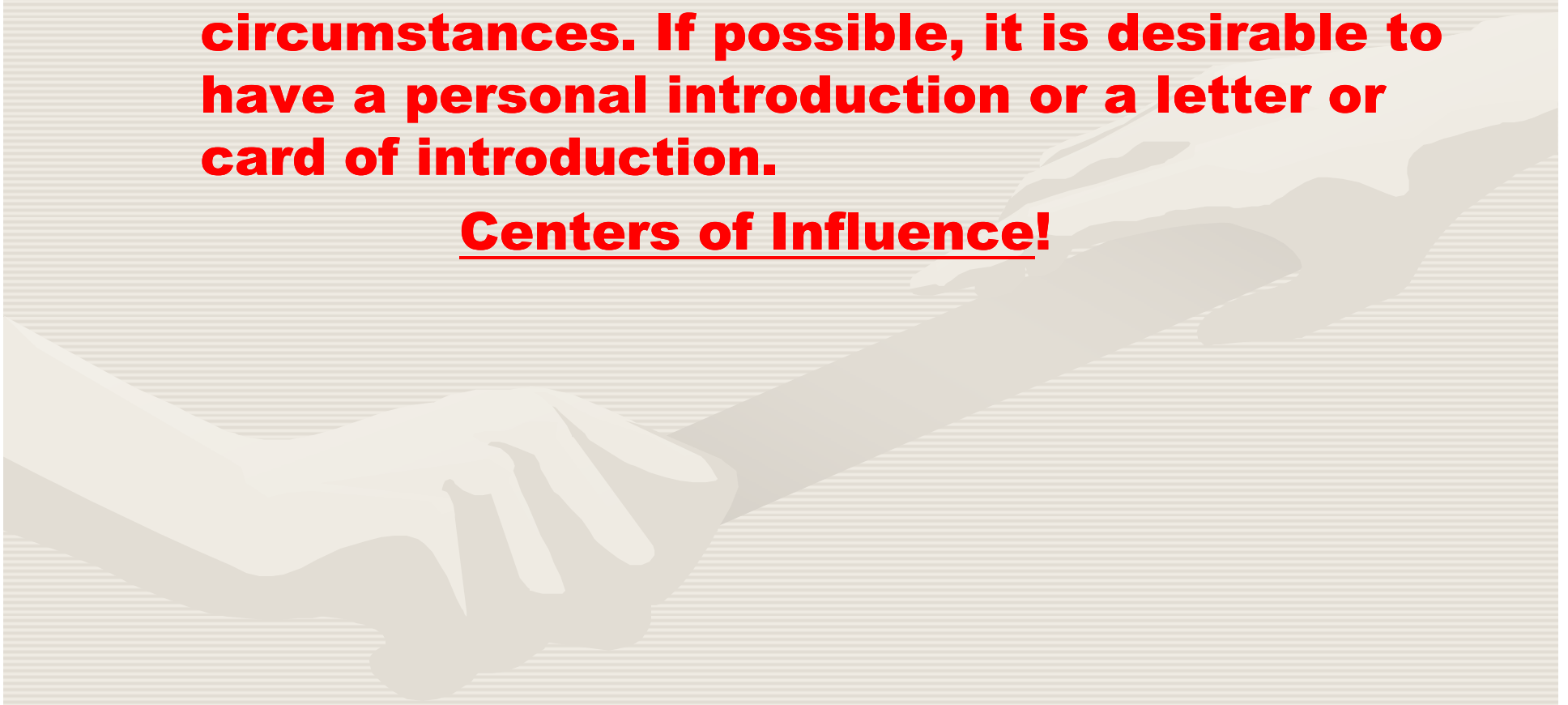
- **Develop a system**
- **Day Planner**
- **One Card System**
- **Looking Ahead**
- **Computer software**



# Prospecting Habits

- 4. *Getting Introductions to People:* It's wise to meet people under the best possible circumstances. If possible, it is desirable to have a personal introduction or a letter or card of introduction.**

**Centers of Influence!**



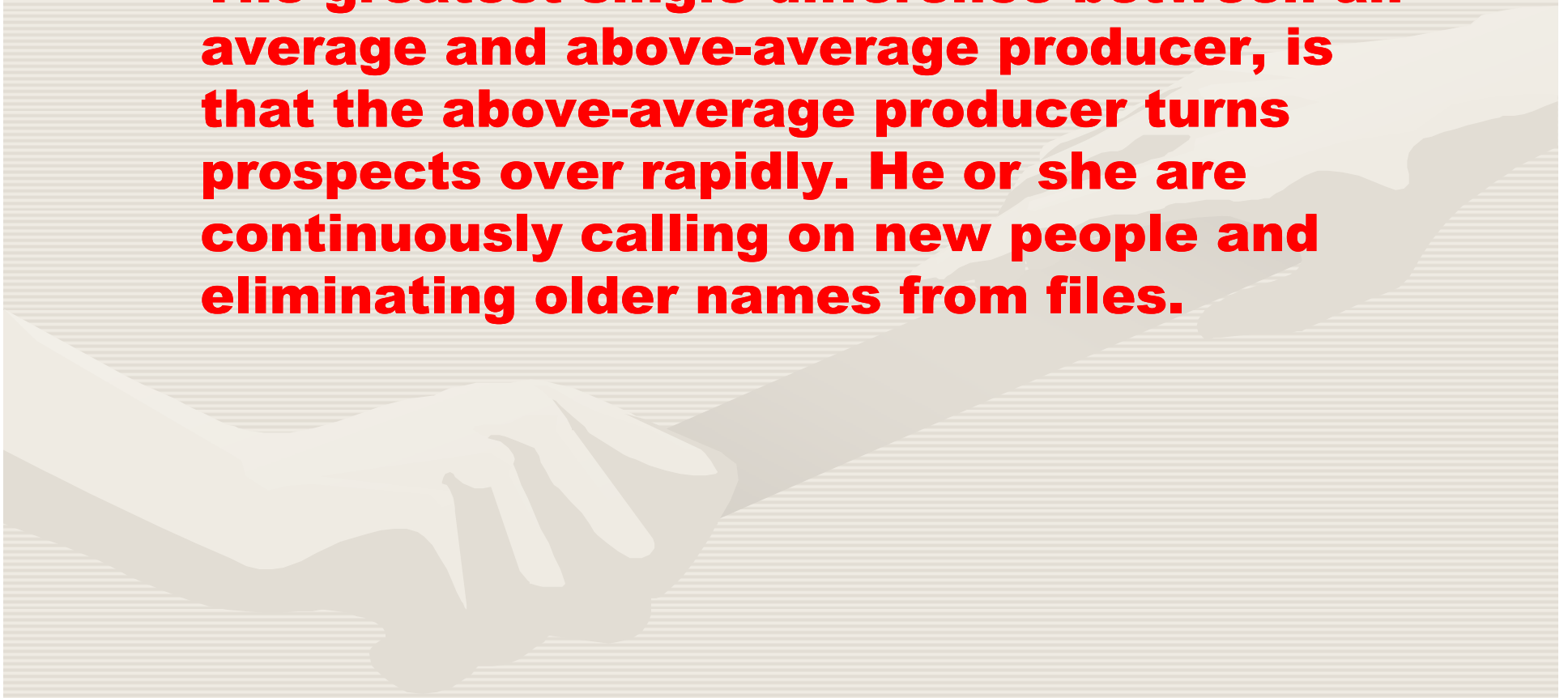
# Centers of Influence

- ***They should personally know you, be an enthusiastic client, and be the type of person who is willing to help you.***
- ***They should have contacts with the class of people that you want to serve.***
- ***They should have confidence in your integrity and ability as a business professional.***
- ***They should have influence, with the people they recommend, a person whose judgment is sought after.***

# Prospecting Habits

## **5. *Eliminating “China Eggs”:***

**The greatest single difference between an average and above-average producer, is that the above-average producer turns prospects over rapidly. He or she are continuously calling on new people and eliminating older names from files.**



# **New Producers**

## **How to get started**

- 1. Make a List “Project 100”**
- 2. Purchase Leads from a qualified vendor**
- 3. Cold Canvas, “Market Surveys”**
- 4. Seminars**



Name \_\_\_\_\_

# project 100

**A Market Identification Guide**

**What's Your "Natural Market" ?**

**LIMRA**  
International



## PURPOSE

The purpose of *Project 100* is to help you identify the types of markets in which you may be prospecting and selling should you enter the insurance business. It will also help management determine the training that will benefit you most. The names that you enter should represent people whom you know today. Later, you will learn proven ways to meet new people and to expand your natural markets.

## A Market Identification Guide

## INSTRUCTIONS

1. Read the sources listed on the upper left-hand corner of the forms. Select one source that suggests many names of people whom you know and begin to list their names in the spaces provided at the top of the form. Above each name, write the letter that indicates the source that suggested the name to you. Continue writing the names of people whom you know from that source until you have run out of names.
2. When you have listed all of the names from the first source, return to the first name and indicate with an X in the boxes below each name your best estimate of the information requested. When you have completed this information for the first name, go on to the next name and follow the same procedure. When you have completed the first source, go on to the next one. Should an additional name from a source that has already been entered come to mind while you are working on another source, add the new name and identify it with the proper source letter. Do not repeat names, even if they may fit more than one source.



Name \_\_\_\_\_

## GENERAL RULES

1. There is space in this booklet for 100 names. Please fill in all 100 spaces — no more, no less.
2. Do not list names that have been preselected on any basis; for example, the need for life insurance. Simply list the names of those who come to mind most readily.
3. Complete all of the information requested for each name. Your Christmas card list, personal telephone list, alumni directory, club membership roster, and similar sources may be used to help you complete the list.
4. When you have listed 100 names, enter the totals on page 13, Summary by Source.
5. **Occupation:** *Project 100* purposely has no catchall “other” category. When defining occupation, you must place the person’s occupation in one of the following groups:

### *Student*

### *Homemaker*

### *Professional, Technical, for example:*

accountant	engineer
doctor	lawyer
teacher	sales representative

### *Proprietor, Manager, Executive, for example:*

contractor	sales manager
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### *Clerical, Kindred Workers, for example:*

mail carrier	real estate agent
secretary	shipping clerk

### *Sales Workers, for example:*

cashier	sales clerk
---------	-------------

### *Crafts, Operatives, Laborers, for example:*

baker	mechanic
bus driver	plumber
electrician	truck driver
printer	gas station attendant

### *Military Service*

### *Service, Farmers, for example:*

barber	police officer
farm laborer	waiter

### *Retired*

**LINICA**  
International

[illegible]

### TEST YOURSELF: *How Well Do I Prospect?*

Use this checklist to assess your prospecting skills. Rate each item as: 1 = always; 2 = often; 3 = most of the time; 4 = seldom; 5 = never.

- \_\_\_\_\_ 1. I ask for referred leads on every interview.
- \_\_\_\_\_ 2. I qualify all suspects.\*
- \_\_\_\_\_ 3. I use the telephone daily for prospecting.
- \_\_\_\_\_ 4. I use my lunch hour for prospecting.
- \_\_\_\_\_ 5. At policy delivery I ask for referrals.
- \_\_\_\_\_ 6. I see enough new people to meet my activity goals.
- \_\_\_\_\_ 7. I use "dead time" for prospecting.
- \_\_\_\_\_ 8. Each of my prospects is listed in my prospect file.
- \_\_\_\_\_ 9. I use direct mail every week.
- \_\_\_\_\_ 10. I read the newspaper to get new prospect names.
- \_\_\_\_\_ 11. I ask my centers of influence for introductions to referred leads.
- \_\_\_\_\_ 12. I have questions that ask for leads by characterizing the prospects I'd like to have.  
("Whom do you know who. . .")
- \_\_\_\_\_ 13. My family and friends are on my prospect list.
- \_\_\_\_\_ 14. My spouse helps me prospect.
- \_\_\_\_\_ TOTAL

The lower your total score, the better off you are. If your score is higher than 25, you need to reevaluate your prospecting methods and begin some effective prospecting very soon.

*\*Qualify by need, the ability to pay, approachability and insurability.*

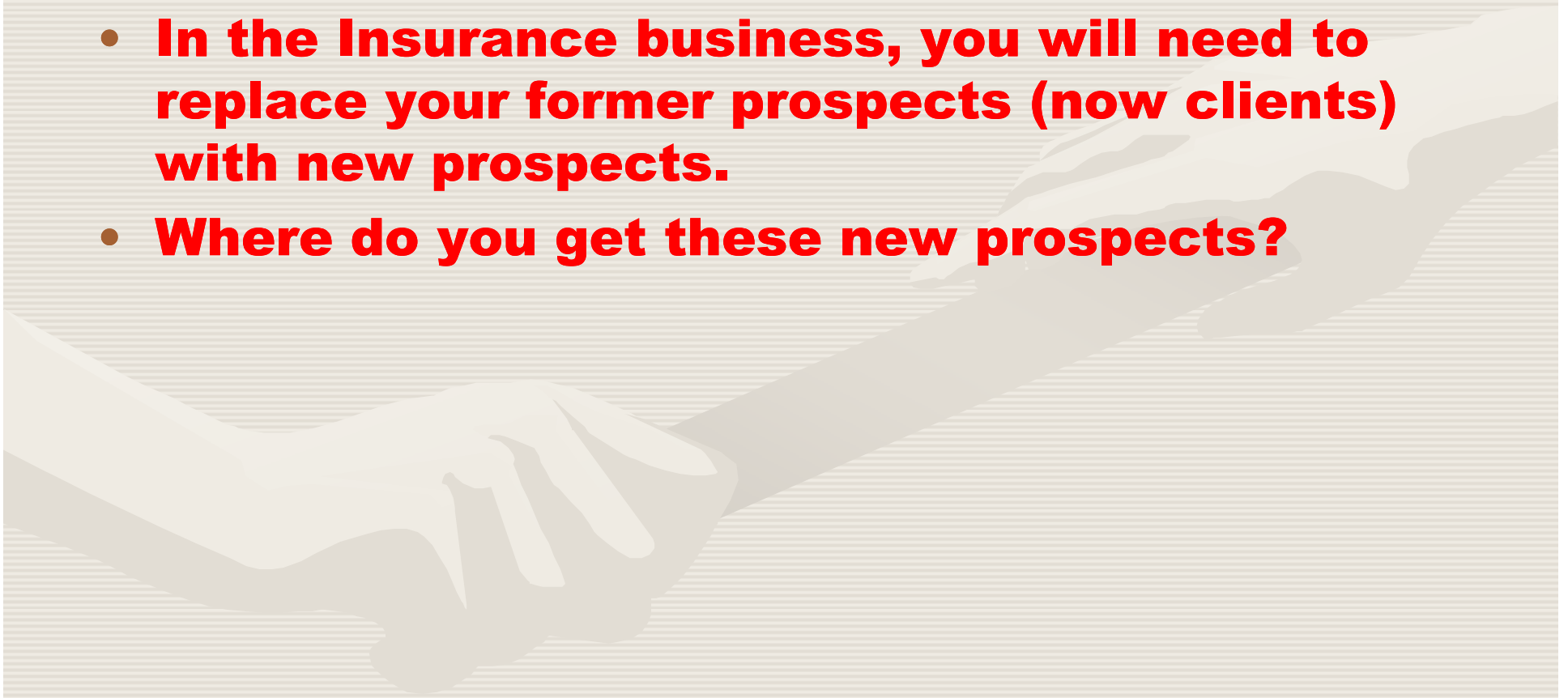
# Experienced Producers

1. **Existing Policyowners**
2. **Purchase leads from a qualified vendor**
3. **Cold Canvass**
4. **Seminars**



# Referrals

- **It is said that the sales you close tomorrow depends on the kind of doors you open today.**
- **In the Insurance business, you will need to replace your former prospects (now clients) with new prospects.**
- **Where do you get these new prospects?**

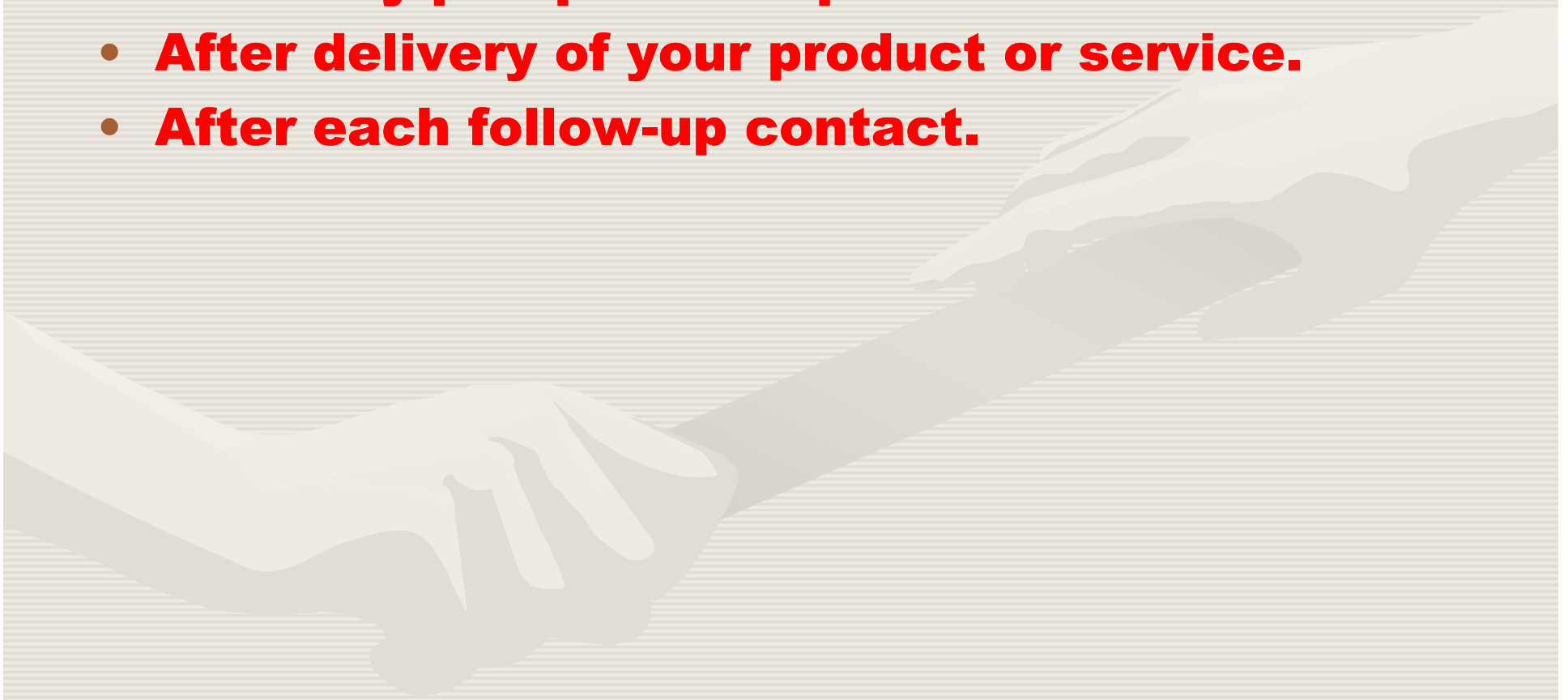




## **Referrals**

**“ Where do you get these new prospects“**

- **After any prospects has not purchased.**
- **After any prospect has purchased.**
- **After delivery of your product or service.**
- **After each follow-up contact.**



# How to get Referrals

- **ASK!**
- **Always Ask!**
- **Don't forget to Ask!**
- **Don't be afraid to Ask!**

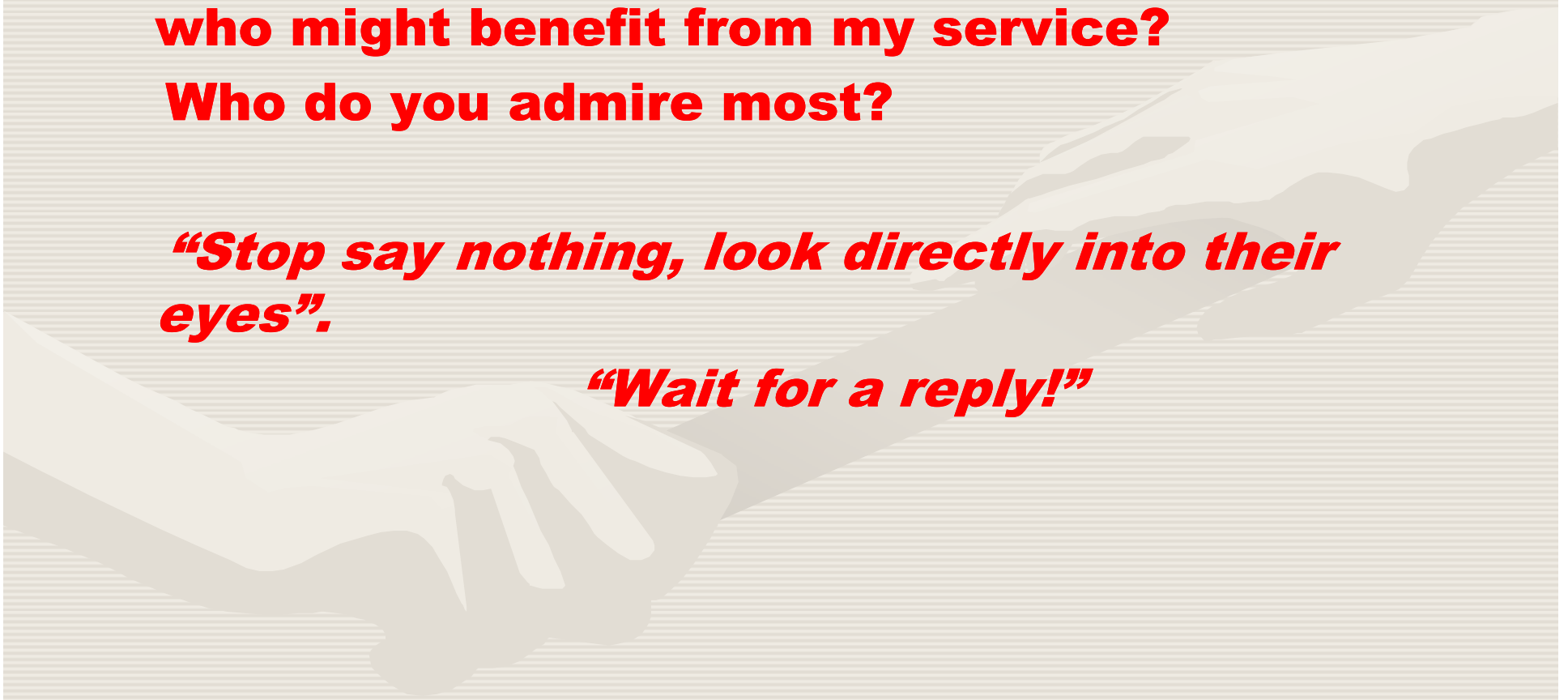


# How to get Referrals

**“I need your help”, My business is built on word of mouth, on referrals. Who do you know who might benefit from my service?  
Who do you admire most?**

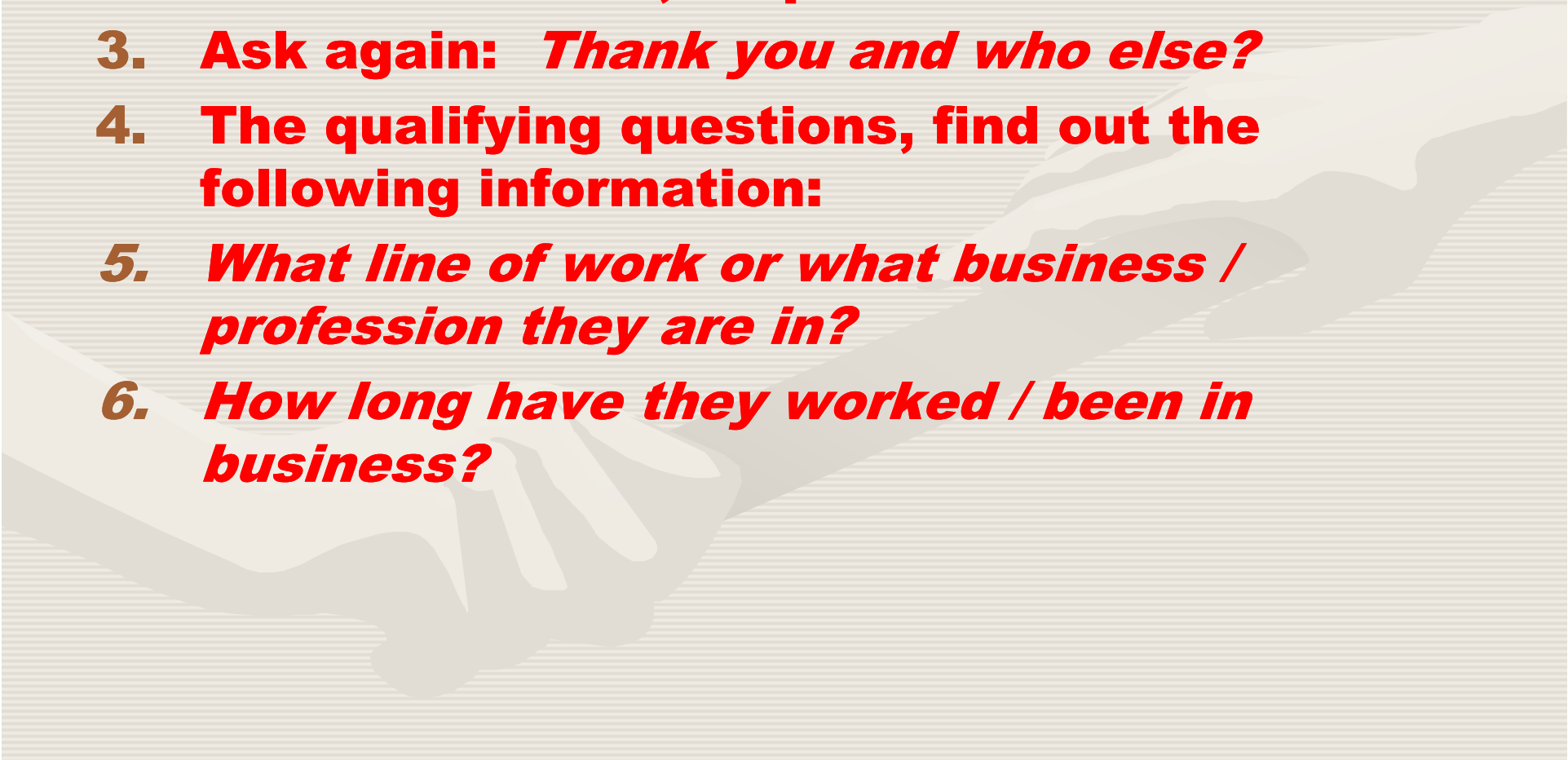
***“Stop say nothing, look directly into their eyes”.***

***“Wait for a reply!”***





# How to get Referrals

- 1. Write down whatever names you receive.**
  - 2. After final name, stop wait a few seconds.**
  - 3. Ask again: *Thank you and who else?***
  - 4. The qualifying questions, find out the following information:**
  - 5. *What line of work or what business / profession they are in?***
  - 6. *How long have they worked / been in business?***
- 

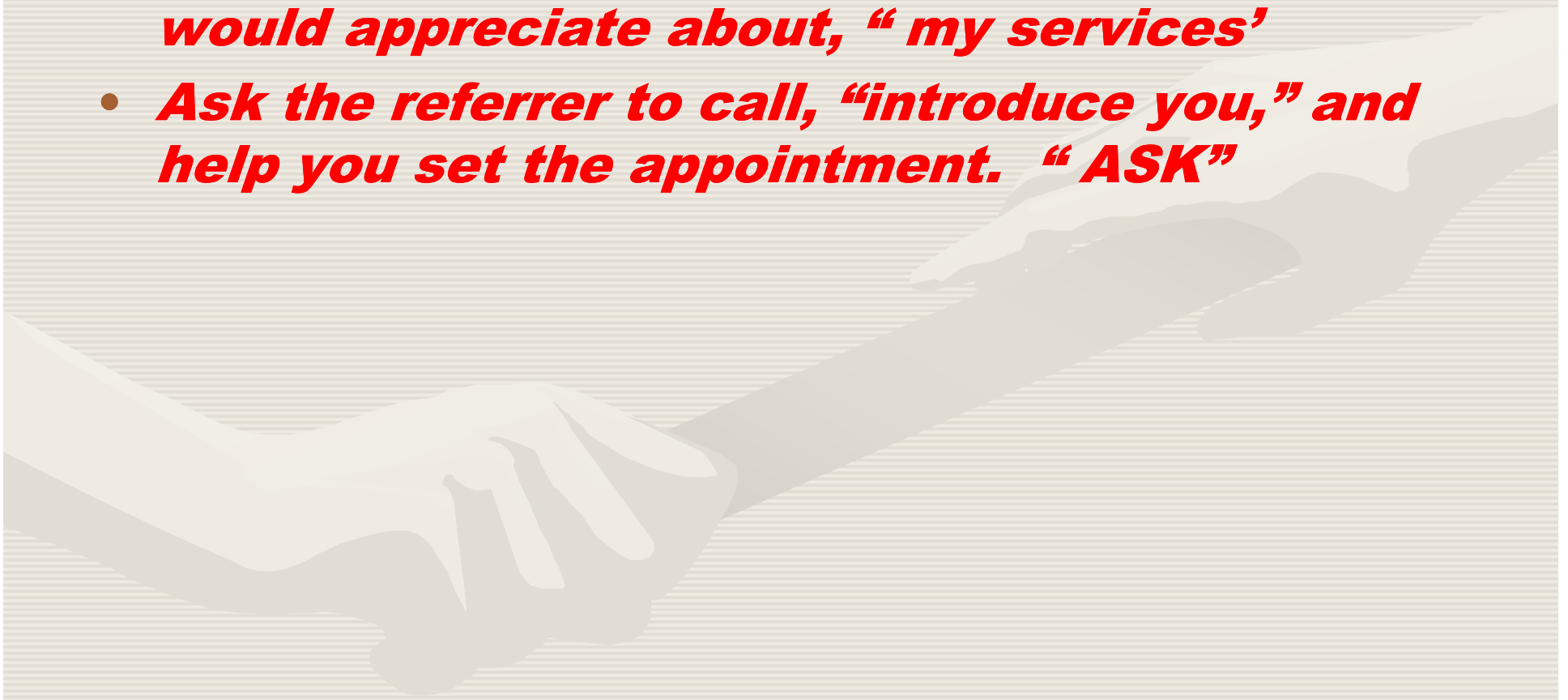
# How to get Referrals

- ***Are they married?***
- ***Do they have any children?***
- ***Where do they live?***
- ***Do they own or rent?***
- ***Hobbies / Sports?***



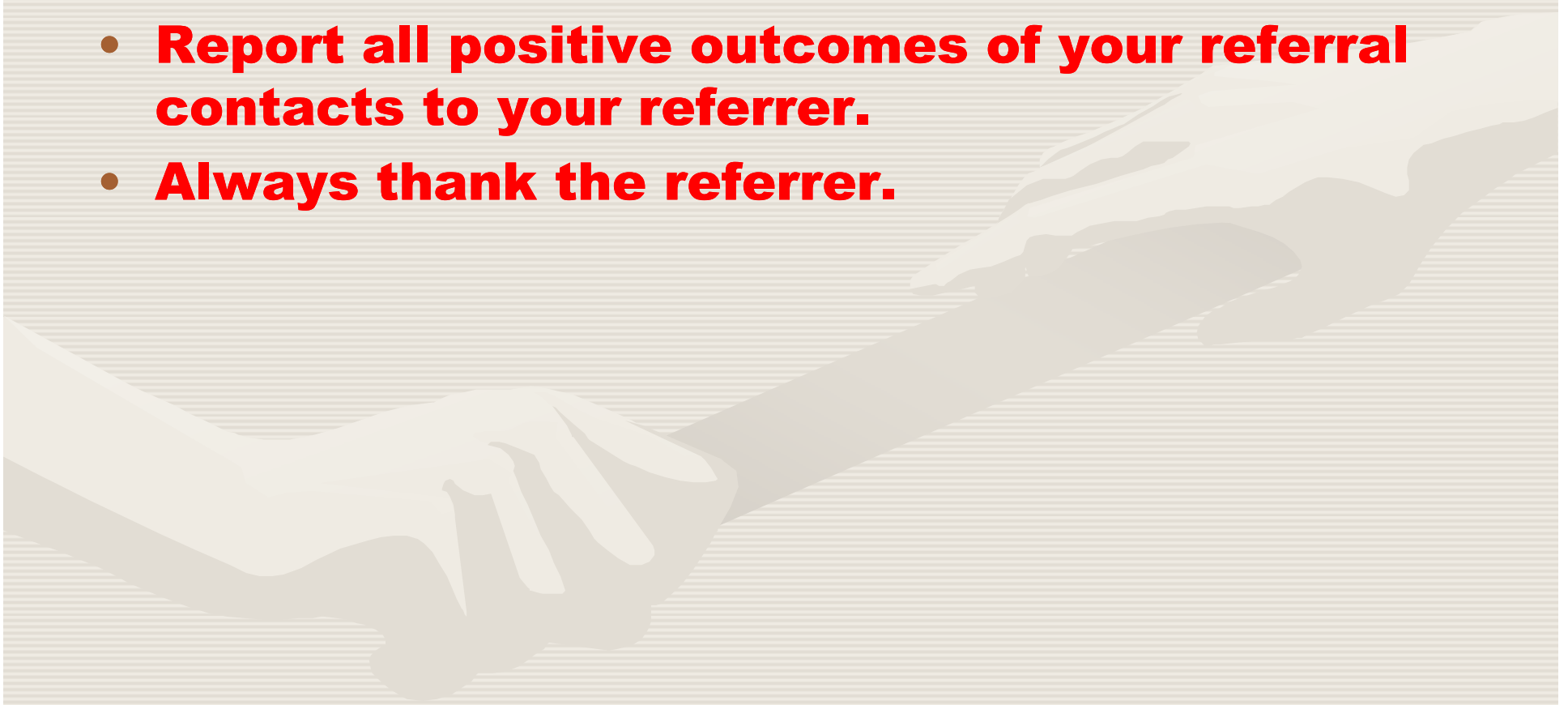
# How to get Referrals

- **Ask the following question: *Why did you choose him or her? What do you feel he or she would appreciate about, “my services”***
- **Ask the referrer to call, “introduce you,” and help you set the appointment. “ASK”**

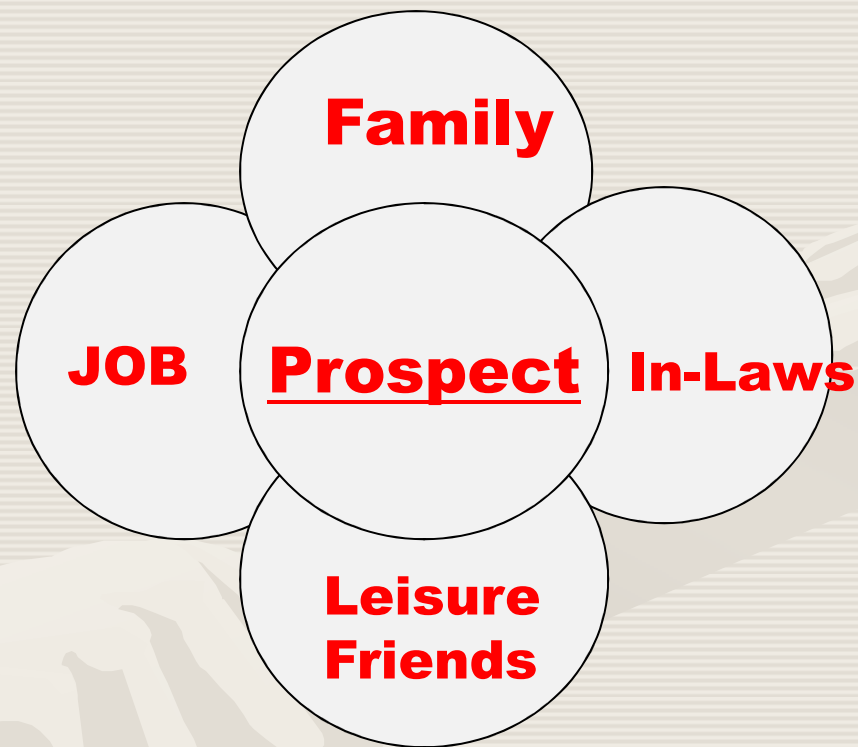


# How to get Referrals

- ***Would it be to much to ask if you can call and introduce me by phone?***
- **Report all positive outcomes of your referral contacts to your referrer.**
- **Always thank the referrer.**



# The “Interlocking Circles” Approach



# **Being Persistent Pays!**

- **48% of salespeople make one call and quit.**
- **25% of salespeople make two calls and quit.**
- **15% of salespeople make three calls and quit.**
- **88% of salespeople quit after 1, 2, or 3 calls.**
- **12% of salespeople keep calling!**

**Keep Prospecting!**

# **It's all in the numbers!**

- **Ten, Three, One Formula**
- **For every “10” people you approach**
- **“3” will listen to your presentation**
- **Out of 3 presentations, “One” will buy!**



# Resources

- **LIMRA: 1-800-688-3358 [www.limra.com](http://www.limra.com) P.O. Box 208 / Hartford, CT 06141-0208**
- **National Underwriter: 1-800-543-0874 [www.nuco.com](http://www.nuco.com) P.O. Box 14448 / Cincinnati, OH 45250**
- **LIFE: Life and Health Insurance Foundation for Education [www.lifehappens.org/catalog](http://www.lifehappens.org/catalog) 1655 N. Fort Myer Drive Suite 610 Arlington, VA 22209**



## BENEFICIARY REFERRAL

After your have written the policy... You say to the new insured.

Someday your beneficiary will have to call me & when they do I don't want them to feel they are calling a stranger.

Would you be opposed to me meeting your beneficiary, taking a couple of minutes, explaining the policy that you have, & what their obligations will be when that day comes.

*They will more than likely say yes...* This is a perfect opportunity to start a new prospect.

Ask the new insured if he /she will call the beneficiary & let them know that they have recently purchased a policy from you & you are going to call them and explain the policy & what their obligations will be.

*Tell them that you will wait 2 or 3 days to contact the beneficiary.*

More than likely the beneficiary will be willing to have you come over to explain the policy & explain on how they will collect the proceeds.

This is an *excellent* opportunity to work through the entire family and to have your current policy holder not only give you the names but to help you set up your next appointment(s).



REFERENCES

1ST BENEFICIARY  
NAME

ADDRESS

TELEPHONE #

2ND BENEFICIARY  
NAME

ADDRESS

TELEPHONE #

NAME

ADDRESS

TELEPHONE #

NAME

ADDRESS

TELEPHONE #

NAME

ADDRESS

TELEPHONE #

NAME

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TELEPHONE #

NAME

ADDRESS

TELEPHONE #



**Thank You !**  
**&**

**lets go prospecting!!**