

Door Knocking Techniques



Preparation For Door Knocking



- Lead Organization: Before you go out Door Knocking for the day...you need to prepare all of your leads in geographical order. This will allow you to maximize your time in the field. Door Knocking is all about the numbers....the more houses you knock, the more chance for success...plain and simple.
- Log into Google Maps. Input every address in the area that you would like to work for the day. Once all of the addresses are added, you will see all of the addresses pin pointed on a map. Rearrange the order of the addresses so that you will make the most of your time. Contact your manager if you are having trouble with this step. Ideally you will stop by each house in geographical order.

What To Bring With You

- **Make sure you are properly dressed for the part.** Do not wear a suit and tie for door knocking. Sales people wear suits. Always wear business casual. Be neat, be clean shaven, be clean and be ironed...but not too dressy.
- Always, always, always, always **bring the lead!!!**
- **Wear an ID badge.** This is very important in when door knocking seniors.
- Bring “**Delivery Notices**”. This is very important. Make sure to leave a Delivery Notice on any home when someone does not answer the door. They will then call you back when they get home. You should do one of two things when they call back. (1) If you are still in the neighborhood, simply turn around and go back now that you know they home. (2) Or, pick up the phone and schedule and appointment that is convenient for them.

DELIVERY ATTEMPTED!	
<i>Important Time & Date Sensitive Material</i>	
For: _____	<input type="checkbox"/> 1 st Attempt
<input type="checkbox"/> MONDAY <input type="checkbox"/> TUESDAY <input type="checkbox"/> WEDNESDAY	<input type="checkbox"/> 2 nd Attempt
<input type="checkbox"/> THURSDAY <input type="checkbox"/> FRIDAY <input type="checkbox"/> SATURDAY	<input type="checkbox"/> Final Attempt
<input type="checkbox"/> SUNDAY	
Time: _____	
Call within <u>24 hours</u> to reschedule your delivery!	
Delivered By: _____	
Phone# (_____) _____	

There's Only 4 Things That Can Happen



1. Prospect answers the door, you make a presentation.
2. Prospect answers the door and schedules a time for you to come back at a time that is more convenient for them.
3. Prospect is not home and you leave a delivery notice. They call you back to schedule an appointment or you turn around and go back.
4. Prospect answers the door and they tell you that they are not interested.

Door Knocking Sample Script



- Walk up to the house and waive at the house (incase they are looking out the window). Put your briefcase on the ground to the side of the door. If they do not see your brief case when they open the door, you will seem less assuming. Only have your lead and maybe your pad folio in your hand. Knock on the door/ring the bell and take 2 steps back.
- When they open the door, state your name and that you are “with the State Regulated Benefit program” and reach out to shake their hand. This will force them to open the screen door and break the barrier between you and them.

My name is _____ and I'm hoping that you can help me out. I'm looking for “name on the lead”. (Yes, that's me) I'm with the “Your State” Benefit Supplement Program and I was just in the neighborhood helping out one of your neighbors. I received the card that you filled out and sent back to us about a week or so ago. Do you remember this card? (show them the card) Yes, I remember. Great, I'm stopping by to go over your benefit information with you, I just want to take a few moments of your time? At this point, wipe you feet on the mat as a sign of entry and begin to walk in.

The 50% Rule



- Always use the 50% Rule.
- When Door Knocking, assume that only 50% of the houses that you knock will be home.
- Also assume that of the 50% of the people that are home, you will get into 50% of those houses.
- Also assume that of the 50% of the houses that you get into, you will close 50%.
- If you go out in the field with this mind set, you will be prepared!

Example



- Door knock 40 houses in a week.
- Someone will answer the door on 20 of those houses.
- You will be able to get into 10 of those houses.
- You will sell 5 of the 10 presentations.
- 5 single sales at \$650 AP = \$3,250 in AP for the week.
- \$3,250 in AP at 85% comp level = \$2,762 weekly income.
- \$2,762 in weekly income = **\$138,125 annual income**
(50 weeks)
- Subtract out \$399 per week for leads =
\$118,175 net income