



Door Knocking Techniques

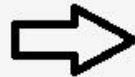
PREPARATION IS THE KEY TO SUCCESS

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Use The Website

Training Modules

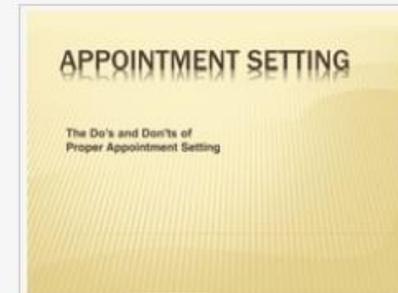
Door Knocking Techniques



Use Google to Map your Leads



The DO's & DON'T in Appointment Setting



Telephone Scripts



Phone Script #1

Telephone Objections & Rebuttals



In Home Presentation Objections & Rebuttals



The Art of Door Knocking - Preparation

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.

Preparation.....

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 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 when Door Knocking

1. The prospect answers the door and you get to make a presentation!!!!
2. The prospect answers the door however it's not a convenient time for them....schedule an appointment to come back.
3. The prospect is not home and you leave a delivery notice. They call you back so you can schedule an appointment or.... You turn around and go back.
4. The prospect answers the door and they tell you that they are not interested and no matter what you say or do you will never get in.

Increase your odds of getting in by saying the right things and being prepared

- ▶ 1) Put your briefcase on the ground to the side of the door.
- ▶ 2) Only have the LEAD and maybe your pad folio in your hand
- ▶ 3) Knock/Ring and take 2 steps back
- ▶ 4) No open = “Who is it?” – Response = “I have your delivery”. “What delivery”, Response = “Your 2013 Benefits that you requested, I have the form you filled out”

Once they open the door...What to say?

- ▶ Once the door is opened, your top priority is simply to get inside.
- ▶ Reach out to shake their hand and let them know your first name.
- ▶ Sample script

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 State Name 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 ago. Do you remember this card? (show them the card) Yes, I remember...that's my handwriting. Great, I'm stopping by to go over your benefit information with you, this will only take a few moments of your time.

- ❖ At this point, wipe your feet on the mat as a sign of entry and begin to walk in.

The “I already have insurance” objection

Answer:

- ▶ *Great! We actually expect most people to have coverage, especially in this marketplace. You're still eligible for the discounts to save money. Since I'm here, let's take a minute to calculate your discounts and see how much, if any, you can save. (If Needed...say) I'm not here to sell you anything that you don't want or don't need, I'm just giving you information..... Put your head down (look at your feet) and wipe your feet (as a sign of entry) and act as if you are about to walk in.*
- ▶ If you still can not get in...poke around to see what kind of coverage they have.
Say **“So...how much coverage do you have?”**
- ▶ If they say anything over \$25,000...it is a very high probability that it could be TERM insurance.
Then say **“That's Excellent! How much do you pay for that?”**
- ▶ Based on what they say, you will have a real good idea if they have term or whole life. Use your training to explain why our coverage is the kind that lasts forever and will be there when their family needs it most.

The “I thought you were going to mail me information” objection

- This is typically a smoke screen because they don't want to deal with “sales people”. They are afraid they might get SOLD something that they don't really need.
- Objection overcome option 1:

Ms. Prospect, I wish that I could mail you the information, that would certainly make my life easier, however, this program is custom tailored to fit your specific needs. In order to qualify for all the discounts, I need to go over some basic information. I'm not here to sell you anything or push you into anything that you don't want or need...I'm just here to provide you with your information. Don't worry, this wont take long.....

- Objection overcome option 2:

Ms. Prospect, I completely understand that it would be more convenient to get your information through the mail. However, almost all coverage that is offered through the mail will have a 2 year waiting period for your benefits to begin. With this program, almost all the coverage begins from the very first day. When asked, most people preferred to have their coverage start right away. I'm not here to sell you anything or push you into anything that you don't want or need...I'm just here to provide you with your information. Don't worry, this wont take long.....

Things to consider once in the home

- ▶ Make sure you are about to present to the decision maker.
- ▶ If the lead has a husband and wife on the card, ask if they are looking for benefit coverage for both of them or just one.
If just one spouse wants coverage and the other is not home, make sure you are talking to someone who can make decisions at that very moment.
- ▶ The one objection that is very difficult to overcome.... “I need to discuss this with my spouse”.
- ❖ Never a good idea to present to one spouse and then expect them to explain everything you just went over with them to the other spouse.
- Simply come back later that day when the spouse is home so you can present to both at the same time.

Scheduling Appointments and Door Knocking

- ▶ There is nothing wrong with scheduling phone appointments, in fact that is a great way to build structure to your week.
- ▶ All successful field agents will do a combination of Door Knocking and Appointment setting.
- ▶ It's almost impossible to reach all the leads by just calling. Plus, it's a lot easier to get hung up on. Typically only 2 things happen when calling.
 1. Book Appointment
 2. Told not interested / thought you were going to mail / hung up on
- ▶ Remember: When door knocking 4 things can happen....
 1. Get In
 2. Schedule an appointment to come back
 3. Leave a delivery notice for them to call back
 4. They tell you that they aren't interested