

# The Most Important Part of the Presentation is When You Ask?

*Typically, there are 3 reasons why someone would take the time to fill out this form and return it to our department:*

#1 They don't have any insurance and they're looking for some

#2 They have a little bit, but looking for a little bit more

#3 They have a decent amount but looking to add a special benefit for their loved ones

*Mr. \_\_\_\_\_, which category would best define your need?*

*(Let them answer) Once they do, you know why you are there and can always go back to their need from their own words.*

- Simple Rebuttal
- You can always go back to the answer the prospect gave you on the 3 questions you asked.
- Re-confirm their need and what they told you was the reason they filled out the lead, 1,2, or 3!!!
- Simply ask: How much did you expect this to cost?