



Lenders Insurance Solutions Group LLC

New Year, New You

As we often do, this time of year, we look back to see how successful we were and what we want to do different to be even more successful in the New Year. So, the beginning of a new year is similar to a “**do over**”. If we didn’t reach the goals we set; what do we need to change to ensure we’re starting out with the appropriate behaviors to get where we want to be? Offering Payment Protection should be consistent; every customer, every time. Perhaps “dusting off” some of the skills we have used in the past to be successful is also a good idea. Here are a few Best Practices that are worth mentioning:

Ask Questions: Opportunity is often missed because we are broadcasting when we should be tuning in. So, don’t tell your customer how fantastic Payment Protection is, but ask questions that will provide you with the information to make it fantastic for them.

Customize your presentation, make it personal: You can only do this if you’ve asked questions to determine what is important to them; then discuss how specific features will provide the benefits that make it personal.

Use “positive” language: Positive language makes a huge impact. Isn’t it better to “invest” in their financial future instead of “purchasing protection”?

Reveal the “true” Value Proposition: Selling “101”; you have to explain, what’s in it for them!”

Address concerns: Welcome them, this gives you the opportunity to personalize the protection, communicate the value proposition and heighten their awareness.

So, dust off those things and put them back to use, eliminate what isn’t effective and generate a new plan that will give you the steps to be a Payment Protection Champion in 2019! Good Luck!