

Managing client relationships well can help you retain business, cross-sell and get referrals — and it all starts by becoming an expert in the sales process. The following steps can help.

## 9 KEY STEPS IN THE SALES PROCESS

- 1. The Approach** – When approaching a prospect, remember that the primary purpose is to set an appointment, not make a sell. Consider how you came to know the prospect as you make your approach.
- 2. Warm Up** – Building a relationship with the prospect is crucial to establishing trust. Talking about things you can see are important to them — family, hobbies, work — will help you get to know them and connect.
- 3. Resumé** – Set the proper stage for the discussion. Keep in mind that your conversation should be 80% personal and 20% business focused.
- 4. Fact Finder** – Discover key needs the prospect has, especially as they relate to the four main things that keep people awake at night: Medical and prescription bills, paying for extended care, dying too soon and running out of money.
- 5. Confirm the Need** – Identify where the prospect has adequate coverage as well as areas of need. Make sure to gain agreement with the client about their current status.
- 6. Presentation** – Be the expert. Provide the right solutions to the prospect based on the needs you discovered in the fact finder. Keep the discussion personal and simple — avoid just reading information and all insurance jargon.
- 7. Close** – Closing is a process. Don't panic and stay focused and comfortable. Ask the prospect to take action. When objections arise, patiently overcome each objection.
- 8. Warm Down** – Summarize the decision your new client just made and ask them how they feel about it. Make sure they know that you are now their agent. Clearly outline what they should expect to happen next.
- 9. Value Discussion** – Help the client recognize the value of the discussion. Ask them who else they know that might find similar information valuable.