



# What To Say





# What To Say



## Become a Student of Human Nature

- You have to learn how to understand people.
- “Mirror” them. Watch your tonality, tempo and mannerisms while speaking.
- **Remember the basics about most people:**
  - ✓ They are quick to jump to conclusions
  - ✓ They’re skeptical – they suffer from the “shaft” syndrome
  - ✓ They procrastinate – the spirit is willing but the flesh is weak
  - ✓ They dream of great wealth
  - ✓ They’re curious
  - ✓ They don’t think they can sell
  - ✓ They don’t like salespeople
  - ✓ They would like to be their own boss
  - ✓ They would like to be in a business of their own, BUT...
  - ✓ ...they all doubt that they ever could or would





# What To Say



## Friendship Farming

- The system to turn strangers into friends

## The F.O.R.M. Method

- **F** – Stands for “**Family**”. You might ask him (or her) if he is a family man, does he have kids, did he grow up here in town, etc.
- **O** – Stands for “**Occupation**”. What does he do for a living? How long? Does he like his job?
- **R** – Stands for “**Recreation**”. What do you do for fun? Perhaps there is a common interest
- **M** – Stands for “**Message**”. Tell the prospect what you do to spark his interest. Get the name/business card





# What To Say



## Points to Remember When Making Contact

- Show enthusiasm – but don't be over-bearing
- Don't get into extensive questions and answers. *Sell the sizzle not the steak!*
- Avoid name-dropping when possible (Hubert Humphrey, HGI, etc...)
- Do not hand out business cards when you have a hot prospect.
- Master the Invitation Scripts that you are going to use. Don't be caught not being able to answer a question.
- Don't go for "the kill" immediately. Relax, have a conversation and have fun with it!





# What To Say



## Keep the Conversation Going

- The prospect should be talking **more than you**.
- Ask questions and **listen**.
- When you get an answer, **dig deeper**.
- Make it natural and conversational.
- Don't make the conversation all about you. Ask about them.
- Give a little bit, then reel it back.





# What To Say - Greenies



## **“What do you do?”**

### **The Message**

- “Have you ever hear of Primerica or World Financial Group/ Transamerica?” (WFA). “Well, I am working with the leadership team that built both of those billion-dollar companies, and we are now building the third company.”
- “Have you ever heard of Transamerica? (WFA). The leadership team that built and sold that company is doing it again. I’m one of the company’s recruiters.”
- “Have you ever felt like you could succeed with your personal finances if you knew the rules of the wealthy? (WFA). I expose the secrets of the wealthy and teach regular people how to win the money game. Think of me as a Modern-Day Robin Hood.”





## **“What do you do?”**

### **The Message - Know your audience!**

- “I build successful financial services agencies.”
- “I help realtors, insurance agents, attorneys and other professionals make more money by helping them diversify their current portfolio by adding additional revenue streams.”
- “I help captive insurance agents offer additional products and services to increase their revenue. In fact, we have products that do not violate exclusivity agreements with most captive carriers!”





# What To Say - WFG



## “What do you do?”

### The Message

- “I work with the founder of your company - World Financial Group. When Hubert Humphrey sold the company to AEGON in 2001, he was put under a non-compete agreement. The agreement recently expired and I am part of the foundation team that is building his new dynamic company.”
- “You know who Xuan Nguyen (*Swan When*) is, right? (WFA). I work with Xuan’s mentor, Hubert Humphrey, the founder of your company, the Architect of the System. Hubert is starting a new company. It’s like being in WFG during the startup years.”







# Good Questions



## Search for the “Pain”

**Do not assume money is their motivator!**

- *This must be a tough job! Do you like it?*
- *How long have you been doing this? Do you want to own your own \_\_\_\_\_ or manage it one day?*
- *It must be tough working here / working all of those hours with a family, huh?*
- *You’ve probably got it pretty good here, huh? I bet you’re pretty happy with your job here?*





# Good Questions



## Search for the “Pain” Dig Deeper!

When the prospect is talking, keep involved in the conversation.

- *Why do you say that?*
- *Can you give me an example?*
- *Why do you feel that way?*
- *Has it always been like that?*





# Handling Objections



## Don't Assume

- **DO NOT** be on the defensive. *Listen to the question!*
- **DO NOT** assume that the question is an objection.
- **DO NOT** give quick, fast answers to make the objection go away.
- **DO NOT** dismiss their question/objection as trivial. You need to dig deeper to find out the reason they are asking the question.





# Handling Objections



## **“Is this Network Marketing / MLM?”**

### **Response:**

You're not interested in MLM, are you? (WFA)

### **If “NO”, get to the root of the objection:**

1. Did you have a bad experience with MLM?
2. Tell me what happened?

### **Continue with:**

*“I am not a fan of MLM/Network Marketing. We are in the financial services business and we allow you to build your own Financial Services Agency within our brand. You don't need to recruit a thousand people to be able to make money here. In fact, you don't need to recruit anyone in order to make money.”*





# Handling Objections



## **“Is this Sales?”**

### **Response:**

Why do you ask? Are you interested in sales? (WFA)

### **If “NO”, get to the root of the objection:**

1. Did you have a bad experience with sales?
2. Tell me why you do not like sales?

### **Continue with:**

*“Most of the people that come on board with us are not sales people – they are typically not the kind of people that we are looking for. We have people from all walks of life joining us: Teachers, Coaches, Nurses, Single Moms, Health Care Workers. Personally, I’m not interested in being a salesman, but I love teaching people and helping them make educated decisions!”*





# Handling Objections



## **“I’ve Seen Something Like This Before (PFS, WFG)”**

### **Response:**

Do you remember what it was? Tell me about it? Why didn’t you join? (WFA)

### **If “NO”, get to the root of the objection:**

1. Did you have a bad experience with sales?
2. Tell me why you do not like sales?

### **Continue with:**

*“That’s a great company. Our opportunity is so much greater. You really should sit down with me and let me show you why.”*





# Value Statements



- We are the only financial services marketing company that has the leadership team that built two billion-dollar companies.
- We have the “Architect of the System”, the one who builds companies and makes thousands of people very successful!
- Imagine what your life would be like if you started at the beginning of WFG or Primerica? Well, this is that opportunity.
- You can never be a Xuan Nguyen in WFG.
- You can never be a Mike Sharpe or Jimmy Meyer in Primerica.
- All of the super-teams were built during the first 3-5 years of each of the previous companies.





# Value Statements



- Who are you friends with on Facebook? My friends are millionaires.
- How many CEOs can you personally call up and ask for mentorship?
- As soon as you join us, all of your WFG/Primerica colleagues are now your prospect!
- You don't have to recruit a single person and you can make a ton of money helping people – all by yourself!
- We show people how to earn, save and accumulate more money

