

The following CI Sales idea comes from Ken Smith, Director of Critical Illness and Disability Income Sales at Assurity:

WHO DO YOU KNOW?

One of the most powerful sales tools with CI is asking your prospects to write down the names of three people they know who were diagnosed with cancer or had a heart attack or stroke. Have them write first name, condition and the age at diagnoses.

Then ask the following questions:

"Of the people listed, who planned to be on the list?"

"What would they have done with an extra \$25,000, \$50,000 or \$100,000?"

"What kind of difference would the extra money have made in their life?"

This approach accomplishes two objectives. First, having prospects write down names gets them emotionally involved in the sales process. Second, no one plans to have cancer, heart attack or stroke, so asking the question, "Who planned to be on the list?" takes away the objection of "It won't happen to me."