

# TELESALES MASTERS GUIDE TO CALL CONTROL

Call Control is fundamental to your success in Final Expense Telesales. Many times the conversation can get off topic and you find yourself so far off script, that you don't know how to get back to the sale. Use these statements to *maintain control* and *focus on your calls*.

## STATEMENT

## USE CASE

"That is a great question, and we are going to get into that in just a moment, I promise you..."

*[Pivot back to the script]*

When you are not ready to answer a question or you will cover the topic later

"Thank you for sharing that with me..."

*[Pivot back to the script]*

To acknowledge a statement without discussing the details

"This is just an informational call..."

*[Pivot back to the script]*

To move past any upfront concerns

"This shouldn't take much longer..."

*[Pivot back to the script]*

When you are asked to move along during warm-up

"Okay, let's get right down to business - how is your health?..."

*[Pivot back to the script]*

When you need to wrap up a conversation to get to the sale

## TIP: YOU CAN COMBINE CONTROL STATEMENTS!

"Thank you for sharing that with me.  
This is just an informational call..."

*[Pivot back to the script]*



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