

FREEZE STATEMENTS & SMOKE SCREENS WORKSHEET

Oftentimes, the people we speak with will give us statements that cause us to freeze in our sales process. As agents, we must acknowledge there is some truth in what they say and an underlying logic behind these smoke screens and deflections.

How do you use this worksheet? Use the rest of this guide to work through common client statements that can cause you to freeze. **1. Write the statement** **2. Write the client's possible logic behind the statement** **3. Write a reasonable response that allows you to address the client but continue to move forward**

CLIENT STATEMENT

"I'm busy" or "Now's not a good time."

POTENTIAL LOGIC BEHIND THE STATEMENT

"I have my grandkids here and a doctor's appointment later. My day is full." They may feel this will take a while. They weren't expecting me. They may not understand why I'm here. They don't trust me.

YOUR REASONABLE RESPONSE

"I totally understand - I have a full day too. This will only take a few minutes. Let me grab your things and I'll be right back." (Saying as I turn and move towards my car)

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Need help? Listen to Episode 28 of the Life Insurance Academy Podcast where we discuss some of these smoke screens and how to respond. You can also email our team at help@liapodcast.org



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