

THE POWER OF “FRAMING” IN THE ART OF SALES



“PERSUASION IS OFTEN MORE EFFECTIVE THAN FORCE.”

AESOP

Persuasion is part of our daily lives.

- Spouses suggest and persuade each other to eat at their favorite restaurants.
- Children persuade their parents to buy a certain toy for Christmas.
- Politicians persuade people to vote.
- CEO's persuade employees to take action.
- Salespeople persuade customers to purchase their product.

If you are in the profession of selling, you are in the practice of persuasion.

“FRAMING” IN THE ART OF PERSUASION

The ability to effectively persuade people's hearts and minds will give you a competitive advantage in your sales career. It is a soft skill that must first be embraced and then practiced. “Framing” is a cognitive bias persuasion technique that narrows the focus of the perspective's attention. Framing impacts how people receive information, perceive value and take action.

A cognitive bias can help us frame our message. When we know that people are subject to certain cognitive biases, we can enlist them in our persuasion efforts.

In this lesson, we will discuss four of the most powerful and effective **Framing Approaches** to help you simplify your message and close more sales.

LOSS AVERSION FRAME

Frame the Fear of Loss

The *loss aversion frame* is a cognitive bias towards losing something that has a perceived value. What does your prospective client have to lose? Help them identify that. Asking good questions in this direction can help them discover what they have to lose. Studies show this proves to be far more effective in eliciting action, than focusing exclusively on what they have to gain.

Communicate the STAKES.

“HELP YOUR CLIENTS IDENTIFY WHAT THEY HAVE TO LOSE.”

Our job in insurance sales to help the prospect understand what happens to the people they care about most when there is an unexpected medical emergency or even worse an unexpected death.

APPLY IT

- Use the *loss aversion frame* during your **life insurance sales presentations**. Help your prospect realize a detailed picture of what is at stake for the people they care about most in the event of an unexpected death. Who will be affected by a loss of income? Are there unsettled debts? What assets will have to be liquidated? Will they need to borrow money?
- Use the *loss aversion frame* during your **health insurance or mortgage protection sales presentations**. Help your prospect realize a detailed picture of what is at stake for the people they care about most in the event of an unexpected medical emergency? How will the deductible and the copays get paid? How will the mortgage/rent and utilities continue to be paid? How does the cost of extensive rehab get paid?

People are far more likely to take action when they see what is at stake and what they can lose.

EXPERIENCE FRAME

The *experience frame* is a cognitive bias towards missing out on an experience. Social scientists have looked at and studied what people remember and what they value, and they tell us that people tend to value experiences more than a product or more than goods and services.

FOMO - “THE FEAR OF MISSING OUT”

APPLY IT

- Use the *experience frame* to help your prospects discuss how they want to be remembered by the people they love.
- Use the *experience frame* to help your clients realize that investing in an insurance policy and benefit for their family is a principled decision. When they do so, they join other principled people who desire to do the right thing.

When we use the *experience frame* we are reducing the noise and helping our prospects realize that they do not want to miss out on the experience of caring for and impacting their family's lives even after they are no longer here to do so. It's simply the right thing to do.

PRO TIP...

*Never just talk about the premium of a policy.
Always relate the cost of the benefit directly
to the beneficiary's experience & feelings.*



THE CONTRAST FRAME

"IF YOU CONFUSE, YOU'LL LOSE."

DONALD MILLER

The *contrast frame* is a cognitive bias that compares the value of one thing against another. It is used to make a comparison in which the opposite scenario has not yet been recognized. The way you make something extremely impactful and valuable is to contrast it with something else, and not let it sit on its own. The single most important question in sales and persuasion is not to answer the question "What's in this for me?" as most of us are taught. That's the second most important question. THE MOST important question to answer for the client is **COMPARED TO WHAT?**

"IS THIS EXPENSIVE? COMPARED TO WHAT?"

"AM I A CARING PERSON? COMPARED TO WHOM?"

APPLY IT

- Use the *contrast frame* when a client communicates that the premium is too expensive or they cannot afford a premium amount. Most people make a choice about what they can and cannot afford. They are more likely to move forward when they realize the actual costs of medical expenses or funeral costs, particularly if it's communicated with a real life example.
- Use the *contrast frame* when they say that they already have coverage. Most prospects do not realize how quickly money will be spent after a loss of income due to a medical emergency or a death. They are more likely to move forward when they realize how quickly their current benefits will be spent.

The *contrast frame* can and should be utilized before you get any objections. If you frame it correctly you will address many commonly heard objections and eliminate them before the client can even raise them.

LESS IS MORE FRAME

The *less is more frame* is a cognitive bias towards simplicity over complexity. Many people get confused and overwhelmed when they have too many options. Offering fewer options is more persuasive. The *less is more frame* eliminates the confusion and anxiety of prospective clients by eliminating choices and focusing their attention on simple choices that will move them to action.

“GOOD UNDERWRITING QUESTIONS WILL HELP YOU NARROW DOWN YOUR OPTIONS.”

APPLY IT

- It is your job as a professional to identify the needs of our prospects and their family and present them with the best product that will serve their needs.
- After you have decided which product, offer them 3 simple affordable options to choose from and ask them to make a decision. Keep it simple!

Give people an easy path to a decision or a simple off-ramp to a close. We will lose sales when things get complicated. The prospect will shut down and tell you that they need to think about it.



DON'T FORGET...

“If you confuse, you’ll lose!” -Donald Miller

SESSION REVIEW

The framing approaches covered in this lesson are some of the most powerful methods of simplifying your message and narrowing your client's focus to help them make an easier decision to move forward.

It is not intended that all of these approaches are to be used with every client presentation. However, once you understand these approaches, you will be able to identify opportunities to use one or more of them as needed to bring clarity and focus.

1 THE LOSS OF AVERSION FRAME

The *Loss Aversion Frame* is a cognitive bias towards losing something that has a perceived value. What does your prospective client have to lose?

2 THE EXPERIENCE FRAME

The *Experience Frame* is a cognitive bias towards missing out on an experience. What will your prospective client miss out on?

3 THE CONTRAST FRAME

The *Contrast Frame* is a cognitive bias that compares the value of one thing against another. What will your prospective client's decision be compared to?

4 THE LESS IS MORE FRAME

The *Less Is More Frame* is a cognitive bias towards simplicity over complexity. What does your prospective clients' choices need to be limited to?

SESSION TAKEAWAYS

On a scale of one to six I feel competent in using (circle one):

THE LOSS OF AVERSION FRAME:

1 2 3 4 5 6

THE EXPERIENCE FRAME:

1 2 3 4 5 6

THE CONTRAST FRAME:

1 2 3 4 5 6

THE LESS IS MORE FRAME:

1 2 3 4 5 6

One framing technique I am committed to practicing immediately to increase my sales:

It is important to practice this framing technique because:



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