

# CONFERENCE CALL

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## INTRO CHECK LIST

### 1. ICE BERG PAGE:

Are you asking both critical questions? If you got hurt and couldn't work for 6 weeks, 6 months... how would that impact you financially? -what are your two biggest bills you'd have?

### 2. INDIRECT COST PAGE:

Did you ask and paint the picture? I've never met anyone who had cancer on the calendar.. but if you were laid up, which of these indirect costs would impact you the most? What's your current back up plan today?

### 3. BUYING ATMOSPHERE:

Do you change your tone? Do you read a claim? Are you getting a definitive yes/no?

### 4. DEMO CHECK LIST:

-Do you paint pictures to connect the story they shared with you right away?

Are you making sure to ask trial closing questions to know where they're sitting at? What do you like the most so far? Covers so much or that the \$ is paid right to you?

-Are you tailoring your demo so it feels like this product was made for them? (Do you see why so many business owners are picking this up? Or why so many ..... are?)

### 5. PRICE BUILD UP:

Have you looked into what health insurance would cost if you didn't get through work? For you and your family it's only.....That's not bad is it? Are you showing them the prices or WRITING IT OUT WITH ELITE AND PREFERRED?

### 6. TRANSITION TO CLOSE:

Have you looked into what health insurance would cost if you didn't get through work? For you and your family it's only.....That's not bad is it? Are you showing them the prices or WRITING IT OUT WITH ELITE AND PREFERRED?

### 7. CLOSING CHECK LIST:

-Are you assumptively pulling out iPad or waiting for permission?

-Are you being clear, calm, concise and confident? Do you already know what claim you're going to read when then give an objection?

### 8. REBUTTALS:

As soon as you lose that momentum are you reading a claim? Then back to the application. Be assumptive. Closing is just helping them get to a decision. Care enough to get uncomfortable. Use two rebuttals.

### 9. REFFERALS:

Not necessarily people who would buy this, but give them memory joggers... (who cuts your hair? If you were me who'd you go see?) The hardest part of my job is when I meet someone and they say where were you?

### 10. SOLIDIFY THE CHECKLIST:

Different people protected themselves for different reasons... but what was the reason you protected your family? Do you have physical brochures? They are buying an intangible product... they need to hold something so they physically bought something!

**#1 SECRET IS RECORDING DEMOS BEFORE YOU GO INTO EVERY BUSINESS.  
ARE YOU DOING IT? IF NOT, YOU'RE NOT BEING COACHABLE.**