



# Brokers Alliance Final Expense

## Sales Training Guide

# Senior Friendly Key Words and Phrases

Learning and using key words and phrases will help to lower the overall resistance you may sometimes get from prospects during appointment setting.

1. **Qualify** (Everyone wants to qualify)
2. **Eligible** (Everyone wants to be eligible)
3. **Entitled to** (Seniors want everything they are entitled to)
4. **Regulated Program** (Adds respectability)
5. **Special Seniors Program** (Adds the essence of exclusivity)
6. **The information you requested** (Makes them realize you are not “soliciting” them...they asked for it)

Examples:

1. Mr. / Mrs. \_\_\_\_ this is a regulated program and I first need to verify that you qualify for this special seniors program.
2. Mr. / Mrs. \_\_\_\_ this is a regulated program, it will only take a few minutes to get the information you requested to you and you may be surprised at what you are not only eligible for, but entitled to.