



Brokers Alliance Final Expense

Sales Training Guide

The Door Approach

- Smile and wave at the house as you exit the car
- Have a walk with purpose
- Knock and step back
- Hold screen door propped open

“I was wondering if you could help me. I am looking for Mr./Mrs. _____. Mr./Mrs. _____, I was just down the street meeting with a client and realized I had this card that you had mailed back requesting information. I have the information. Do you mind if I come in for just a few minutes and get this to you?”