



Brokers Alliance Final Expense

Sales Training Guide

Ten Commandments of the Sale

1. Be Organized- Did you have necessary materials?
2. Cordial Greeting- Were you cordial and friendly?
3. Build Rapport- Did you spend ample time warming up?
4. Control the Sales Setting-
Were you at the kitchen table? If a couple, did they sit next to each other?
5. Present Free Gift (Final Wishes/RX Card)
6. Preliminary Fact Finding-
If they died tomorrow, who would handle their affairs?
Type of Service?
Do they have a checking or savings?
Current amount of insurance?
7. Clear, Concise, Emotional Presentation That Exposes the Need
8. Handle Objections
9. Close with Tri-Close Form
10. Congratulate the Client on Their Wise Decision, Cement the Sale