

From the Agent's Desk

A satirical look at an agent's work life, from the files of Joe Dokes, CLU

Joe Dokes, CLU Licensed Insurance Agent

To: Doris Johnson, ChFC
Association of Grave Expectations, Speaker Committee Chair

Doris:

Thank you again for the invitation to be this month's luncheon meeting speaker. Quite frankly, the topic you selected, Closing Techniques, is not one I have given a lot of thought to recently. That is, I'm not sure any of us close like we used to, you know?

Anyway, as you requested, here are my presentation notes so far. I used to actually know all of these closing techniques cold, but like I say, closing seems to be the least of it in recent years. For sure the names of all the closes are still fresh in my memory, so I suppose that's something!!

Appreciatively,

Joe Dokes

"CLOSING TECHNIQUES" TALK OUTLINE

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I. Introduction and warm-up

- A. Joke about the shoe salesman in Africa.
- B. Then the "My cows can't read" joke.

II. Closing comments – (that is, my comments about closing!)

- A. Why closing is so important.
- B. Why there are several different methods of closing.
- C. Why is it called "closing," do you think?

III. The several different closes

A. The Ben Franklin close

1. So ask yourself, Mr. Prospect, what would Ben Franklin do?
2. You sure don't want to get caught with your kite in the rain, do you?

B. The No Need – No Hurry close

1. No need to thank me, Mr. Prospect, I do this for a living.
2. There's no need to hurry either, I have all night!!

C. The "There Are Two Reasons to Buy Life Insurance – You Either Owe Somebody or You Love Somebody" close

1. Do you love anybody? 2. Do you owe them any money?

D. The Your Obligation Becomes Our Obligation close

1. Your obligation can become our obligation.
2. But then it isn't yours anymore, so what have we really accomplished?

E. The Assumed close

1. I assumed you don't smoke, Ms. Prospect.
2. Of course, if you do, it will cost you a lot more.

F. The Same Job close

1. What if you had the same job you have now, only it included these life insurance premiums?
2. Then you wouldn't have to pay them yourself. That would be a pretty cool job, wouldn't it?

G. The Don't You Love Your Family? close

1. Mr. Prospect, don't you love your family?
2. If not, what exactly have they done to you?

H. The Live, Die, Sick, or Hurt close

1. If you get sick or hurt, you might live.
2. But then again, you might die.

I. The You'll Earn a Fortune close

1. Do you realize that you will earn a fortune between your first and last paychecks?
2. If I can sell enough life insurance, maybe I will too!!

IV. In closing

- A. On those occasions when you do close, try not to let the prospect know that this is what you are doing. It's just a little more effective that way.
- B. Thank you for letting me speak today.
- C. And now I really will close!!!!

Expected presentation time: one hour + any Q&A