

Tele-Sales Power Questions

Power Questions

Power Questions are designed to help the client start to close him/herself on the benefits of this coverage.

Tonality is key when asking these questions.

"Utter sincerity" - Calm, smooth, confident, low-pressure tone that implies that what you're currently saying to the prospect is directly from your heart. - Jordan B. Way of the Wolf

- Most people I speak with is for one of three reasons:
 - They don't have any coverage.
 - They need More Coverage.
 - or they want to leave a legacy (money) to someone.
- Which one applies to you?
- How long have you been thinking about getting this done?
- What got you thinking about this?
- Was there a recent death in the family?
- Who will be in charge of taking care of all your funeral arrangements/Beneficiaries?

Key Phrases to respond with:

- Tell me more about that
- I'm listening
- What do you mean by that?
- I understand, and I agree with you