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## Approaching the Decision Maker

**Agent:** "Hi (Decision Maker name), I'm (agent name) with Globe Life Liberty National Division.

I work with employers in helping them provide valuable benefits for their employees, while helping the employer save on their payroll taxes, with no direct cost to the business.

I realize you may be really busy, is now a good time?"

## Intro to the Decision Maker Script

Hi, \_\_\_\_\_ I am \_\_\_\_\_ with Globe Life Liberty National Division. I work with Employers in helping them provide valuable benefits for their employees while helping the business save on their payroll taxes, with no cost to the business.

I realize you may be busy, **is now a good time?**

### **I'm not interested.**

I can certainly understand you saying that having just met me, but I think if you had a few minutes to look at the ways we have been able to help other employers, at **no cost** to them, you would see the benefit. **Is now a good time?**

### **My employees wouldn't be interested.**

I understand you feeling that way, but let me ask you this. If you were to find out that your employees did have interest would you be willing to take a look at how we could help them?

[Yes]

Ok, let's do this. Give me time to go over it with you and then I will show you the best way to determine if there is interest. **Is now a good time?**

### **We've tried this before.**

I understand. We have other clients who had similar experiences before doing business with us. **Service** is a big part of any benefit program and is certainly something we take a lot of pride in. **Is now a good time?**

## We already have benefits.

- That's great to hear. Most of my clients do as well. Our goal isn't to **replace** anything you currently have, but instead show you a way to **enhance** your current benefit package. **Is now a good time?**

### (If same objection is repeated)

- We have a much needed, but very different benefit that only we can offer. **Is now a good time?**

## How long will this take?

Typically it takes about 15 minutes, but if you have questions it may take a little longer. **Is now a good time?**

## Is this like XYZ Company?

- No, actually what we offer is very **different**.  
**Is now a good time?**

How?

- Great question, that's why I need 15 minutes, may we step into your office?

## I don't have time.

I understand, I usually work by appointment. I have some time available (Day) at (Time) or (Day) at (Time). Which works better?

## Send me an email.

Let's do this, I will be working with a business up the street on \_\_\_\_\_ (day). I will come by and put some information in your hands and hit some highlighted points.

If you like it, great; If not, no big deal.

Will \_\_\_\_\_ (time) or \_\_\_\_\_ (time) work on \_\_\_\_\_ (day)?