

For Training Purposes Only; Not approved for Advertising Use

How long will this take?

Decision Maker	How long will this take?
Agent	Typically it takes about 15 minutes but if you have lots of questions it may take a little longer. Is now a good time?
Decision Maker	Yes, I have some time now.
Agent	May we step into your office?
Decision Maker	Sure, right this way.

Is this like XYZ Company?

Decision Maker	Is this like XYZ Insurance Company?
Agent	No actually what we offer is very different. Is now a good time?
Decision Maker	How?
Agent	Great question, that's why I need 15 minutes, may we step into your office?
Decision Maker	Yes, I can meet now.
Agent	May we step into your office?

We already have benefits.

Decision Maker	We already have good benefits.
Agent	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?
Decision Maker	(if same objection is repeated)
Agent	We have a much needed, but very different benefit that only we can offer. Is now a good time?
Decision Maker	Yes, it is.
Agent	May we step into your office?

I don't have time.

Decision Maker	I don't have time right now.
Agent	I understand. I usually work by appointment. I have some time available (Day) at (Time) or (Day) at (Time) . Which works better?
Decision Maker	(Decision maker responds)
Agent	Thank you for your time.

My employees wouldn't be interested.

Decision Maker	None of my employees would be interested.
Agent	I understand you feeling that way, but let me ask you this. If you were to find out your employees did have interest would you be willing to take a look at how we can help them?
Decision Maker	Yes
Agent	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?
Decision Maker	Yes, I can meet now.
Agent	May we step into your office?

We've tried that before and it didn't work out.

Decision Maker	We've tried that before and it didn't work out.
Agent	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?
Decision Maker	Yes, I can.
Agent	May we step into your office?

I'm not interested.

Decision Maker	I'm not interested.
Agent	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've been able to help other employers at no cost to them you would see the benefit. Is now a good time?
Decision Maker	Yes, I can.
Agent	May we step into your office?