

Think as you Sell

Step Two – Finding the Need

By Jim Mall

Welcome back. You have now started your transition into step two, finding your client's need, worries, wants and desires. Before we do that, let's review some of the information we talked about in the first audio before we start your transition.

Remember, we need to understand why we say what we say, and when to say it.

Everything we say has to make sense to the client. We need to understand that we are salespeople and with this title comes a stereotype that we need to learn to embrace and overcome by getting to know our clients on their terms.

Realize, most all of our clients have a huge lack of trust which creates a very high degree of sales resistance, even with a lead and an appointment. Think about this. Your client received a card or letter in the mail offering information about how to pay for their final expenses. They write their name, address and phone number on the card and drop it in the mail. Several days later they get a phone call or a knock on their door from a total stranger offering to explain the details of this program. Wouldn't you be a little skeptical?

Our clients are constantly evaluating everything we say and do with the question of:

“What's in it for me?”

We must be mentally able and ready to answer this question that will be rolling around in our client's mind in less than 90 minutes. We will use a step by step process to accomplish this goal. There are four steps to this process. Step one is, Building Trust. Step two is, Finding the Need. Step three is, Creating the Solution. And step four is, Closing the Sale.

This entire process is just that, a process. You will transition into each step of the process while still explaining the information from the previous step or steps. This will give you the ability to answer our client's nagging question of, "What's in it for me?"

What do I mean by transitioning from step to step? Well, the first step is building trust. After we have started the process of, and continue to build trust we transition into finding out what our client's problem is. If they don't admit to having one, we will need to explain to them the financial problem they are going to create for their family when they die. Once we have discovered or created the problem, we now transition into creating an amazing solution while we continue to build trust and talk about the problem. Our final step and the reason we are in this home is to close the sale and make a living. We must learn to do this by creating urgency while relieving the pressure that all sales situations create.

As this entire process takes less than 90 minutes, we need to understand that our clients have a huge fear. Fear of salespeople, fear of being lied to, fear of being taken advantage of, fear of making a mistake, fear of losing of money, and always the fear of the unknown. Lets continue to overcome these fears and answer the question, "What's in it for me?"

Now you start your transition into step two. **Finding the need!** As you do this, you will continue to build trust by listening to your client. This is a very important part of this process, LISTEN!

You need to **find the problem**, create the problem or at least reinforce the problems that our client has informed us they have.

We do this with several steps:

- 1) Problem identification – ask your client what their concerns are.
- 2) Discovery – probe by asking open ended questions that demand an answer.
- 3) Qualify – which of our programs fits?
- 4) Need Acknowledgement – get your client to acknowledge they have a problem.

Whatever the situation, you must invest the time required to find out what is going on in your clients mind.

We must take care of this IMPORTANT step completely, before attempting to solve their problem

THERE ARE NO EXCEPTIONS!!

Don't try to sell burial expense benefits to someone who wants life insurance.

How do we do this?

Read the lead card – This is a very simple and non-threatening way to get in your clients mind and start the process of the first two steps, problem identification and discovery.

After I have invested my 3-5 minutes getting situated and creating some commonality, I always ask for the card back or I pull a copy of the lead from my briefcase and state, “let me read the letter back to you that you pulled the card off of and mailed back to me, this will make sure we are all on the same page.” This reinforces the action they started by mailing the card back requesting this information. After I have read this to my clients, I ask them, “what was your concerns when you mailed me this card?” Let them answer.

Then start the process of asking open-ended questions that demand an answer. Do you have any funeral or final expense benefits? Give them time to answer. If they answer yes to final expenses, ask what they have done. I have found many clients answer yes, then find they were given a burial plot by their parents 50 years ago, that is it! Now that is a long way from having your final expenses completely taken care of and that is what we do. I then ask if they have any life insurance, savings or CD's. Regardless of the answer, I relieve some pressure by stating, "the reason I'm asking all these questions is not to get involved in all your personal affairs, it is to help you understand, this program will not affect anything you may have already done, this program will compliment and supplement any and all other programs." After I have asked and listened to all of this information, I still ask one more question, "do you have any other questions or concerns we have not covered, before I explain how our program works and determine if you qualify?" Again, let them answer and listen!

Remember back in grade school we were taught to ask,

Who, what, when, where, why, and how?

You won't use all of them but use as many as you can.

Asking questions will help you build your product to meet their needs-**exactly!**

No one else is doing this!

Who will pay your bills? Get your client to tell you and ask for a name.

If you are working with a husband and wife it is obvious, but always find out who will be responsible after one of them has passed. By putting a name with the problem, makes it personal and creates more concern. Whoever their beneficiary is, write the name down and use it every chance you get from this point forward during your presentation.

What do you want done? Burial or cremation? This will help you build a suitable program to meet their needs. You can't get buried for five thousand dollars. This is also a great time to ask your client if they have had any experiences recently with the cost of funeral and final expenses in this area. You will be quite surprised the answers you will get. This is some very valuable information you will need later in this process.

Where will the money come from? A great way to bring this point home is to ask your client, "had you died last night, who would be sitting across the desk from the funeral director this morning making all your arrangements and where would the money come from. I am fortunate enough to have been raised in a funeral home and I make a statement that you can use with a few modifications. "My father was a funeral director and he used to make a comment that when someone was in his office he was meeting with them on one of the worst days of their lives. He would require them to make almost two hundred decisions in less than twenty-four hours and to come up with five to fifteen thousand dollars in the next thirty days." This makes it personal!

When will you die? This is a great question because we can make it very personal but also drive home a great point. I always ask a very simple question that always gets the same answer. “Mrs. Smith, can we agree on one thing. Death is a guaranteed event, it just comes at uncertain time?” The answer is always yes. Then I go one step farther and state, “If we can agree death is a guaranteed event then we can also agree it creates a guaranteed expense that you are going to create that Joey has to pay for.”

Why would you want to leave your family in debt?

How will your family pay your bills? Without this program where will the money come from to pay this expense? This is a great time to reinforce the fact that our government system will not pay for any of this expense. If your client does not provide the money then her son, Joey has to.

These questions help you gain knowledge in order to meet their needs, solve their problems and close the sale. You will not use all of these questions in every interview, but you need to get comfortable with all questions, so you can use any or all, when needed. Too many salespeople waste many hours trying to sell someone what they want to sell, rather than finding out what the client is wanting to buy. A quote that rolls around in my mind is, “If you can see John Brown through John Brown’s eyes, you can sell John Brown what John Brown buys.”

Once you get your prospects to start answering these questions they start taking “mental ownership” of your program. You can state this process in many ways, backing up the hearse to their home, putting their child across the desk from the funeral director asking them to make over two hundred decisions in less than twenty-four hours and to come up with five to fifteen thousand dollars in the next thirty days.

Asking open-ended questions will also help you funnel through the mass of information to help solve their problem in their terms.

If you knew short questions that would improve your success ratios, you would use them, wouldn't you?

When your client is tentative about moving forward in your process, it makes sense to find out what they are thinking, doesn't it?

This is a great time to use tie downs, isn't it?

What I just demonstrated is the use of tie downs. Tie downs are short questions that you add to statements that demand an answer in a positive fashion allowing your client to continue to take ownership in your program. You want to get your client engaged in your conversation and help them get comfortable saying yes!

Too often in sales, we just ramble through our presentations never letting our clients talk or interrupt due to the fear of objections. When we employ this process, our clients tune out because we don't give them the opportunity to become engaged in the conversation.

The solution to this is to ask little questions through out your presentation.

Tie downs also give you valuable feedback and help you understand where your client is mentally during your presentation. You can maintain control and create yes momentum. Some of the tie downs you can use at the end of a statement are, isn't it, wouldn't it, shouldn't it, doesn't it, won't they, can't you.

For example we can say, "Mrs. Smith, your son Joey will be so thankful you have taken care of this financial concern, won't he?"

"Mrs. Smith, you can see how this program will relieve all the financial pressure after you pass on, can't you?"

We always want to make sure we use the correct tone of voice and make this a statement with a question on the end, not an entire question. Let me demonstrate this.

"Mrs. Smith, your son Joey will be so thankful you have taken care of this financial concern, won't he? Ending in a question or, Mrs. Smith, your son Joey will be so thankful you have taken care of this financial concern, won't he? Ending in a statement! This is very important so our tone of voice is making a statement, not asking a question, worrying if Joey will like this program or not.

We can also just ask short questions from time to time through-out our presentation to make sure our clients are tracking, such as:

“Does that make sense?”

“Do you understand?”

“Does this help?”

“Are you with me?”

“You’d have to agree with me on that, wouldn’t you?”

“That’s powerful, isn’t it?”

“That’s exactly what you want to hear, isn’t it?”

I could go on and on. Realize, tie downs must become a natural part of your presentation.

You will need to practice this process many times until it is comfortable and make sure you are using the proper tone of voice, this shows confidence. DO NOT over use them.

Three to five times during your entire presentation is a good rule to go by.

By perfecting the tie down process throughout your presentation you don’t need a big close. Too many salespeople save all the great information for the close of the sale and they lost the client a long time ago by not engaging them during the entire conversation.

Now you need to qualify!

This is a very important step in the process, do not skip it! – It is actually part of creating the need but even more important, it informs you of which program your client will qualify for allowing you to properly present. Many sales were lost, but more important millions of hours have been wasted because you didn't qualify. Your main concern is health. This is the criteria your companies use to determine insurability and which of your programs will fit the situation.

At this stage of your presentation you have built some trust and continue to do so. You have found the need and went into some detail with your clients to help them understand how big this problem will be. Now you start to transition into the benefits of our program, but before you get too far you need to determine which program you are explaining. At this writing you have three options. Preferred program or 100% day one benefits. Graded program, with 30% of face amount paid if death is in the first year, 70% if death occurs in the second year, 100% after two years. Or guaranteed issue program with a return of all premiums paid plus 10% interest if death occurs during the first two policy years. The reason this is such an important step is if you make a mistake and sell your client on the 100% day one benefit and find out later they only qualify for return of premium, chances are they will not accept the policy. Remember, these clients don't trust you to begin with, don't screw up and destroy what trust you have built in the last thirty minutes.

Before I begin explaining the benefits, I ask my client a very general question pertaining to their health. Sounds like this, “Mrs. Smith, to make sure we explain the proper benefits, lets visit briefly about your health. In the past several years have you have any serious health concerns? Have you had a heart attack or congestive heart failure? Any strokes or mini strokes? Cancer, COPD or emphysema, or diabetes?” Wait at this time to let them answer. I then make sure by asking, “do you take any prescription drugs or use any inhalers?” This will give me the ability to ask more questions concerning their health. When in doubt, I always just state, “lets just make sure, let me ask you the health questions on the application to determine exactly what is going on.” Make sure you know which program you are selling, you cannot back peddle and explain one program and sell them another.

You have gained trust, built the need and found the problem, now sell the sizzle. If the best you can do is a return of premium plus 10%, help them understand what an AWESOME plan it is. “This is like an investment that pays a guaranteed 10% return on your money. Even if you die in the first two years, your family gets all your money back plus 10%, you can’t lose!”

The final step in this process is need acknowledgement.

This is a short, but very important step. Most of it is mental for us, but it gives us the ability to make certain we have all the facts and that our client agrees with these facts.

This is when you use your **intention statement**. An intention statement tells your client what your program does for them and reinforces everything they want.

These are two of my intention statements I use, feel free to use one or any version of it, or create you own, but you need to have one. My intention statement sounds like this:

“What our program gives you the ability to do is take a little money each month, set it aside, and have this entire expense and this entire process taken care of before it ever happens!”

OR

“This program gives you the ability to take care of an expense you are going to create, that someone else has to pay for and they get to use our money to do it with.”

Then make the statement, “let me tell you how it works!”- Start selling with **Confidence**- Get excited! Now the fun starts. Its show time!!

You will now start to transition into helping your client solve the problem they have openly admitted they have and cannot solve without your help. You will continue to build trust by talking about your solution to their problem.

If all this is done correctly, sales resistance will be at, or near zero and you should have very few objections. Your client will now be ready to listen to what you have to tell them. But, we are only half way home.

On our next audio we will create the amazing solution to your client’s problems and concerns.

So, keep listening and keep learning in all aspects of your business and your life.

Remember, our goal is to help you become, “Simply the Best!”

Thank you!