

## **FIRST APPROACH**

**B2B**

"Hi, I'm \_\_\_\_\_ with Globe Life Family Heritage Division; and you are? I'm the one in charge of talking to all of the businesses in the (city or county) area. I was visiting with \_\_\_\_\_, the \_\_\_\_\_, and the \_\_\_\_\_ (show/share 3+ names/businesses); and I thought I'd stop by and give you an idea of what we do. I apologize, I only have a few minutes. Do you have a place we can sit **down**?"

(Break eye contact- gesture toward a chair, desk, counter, office, or breakroom)

## **SECOND APPROACH**

(take a step back, relax and smile)

"Oh, I'm sorry; I guess you haven't heard about us yet. That's okay Mrs. Jones. My name is \_\_\_\_\_ and I'm talking with **everyone** about; Cancer ...heart conditions...and accidents. In fact, I was just with the folks at...

(use more detail with names by showing pre-approach map/business cards sheet/names list).

I'm not sure if or when you would need my help like these other folks, but if you got sick or hurt and couldn't work you would still need money to pay your bills right (nod head)? Of course and that's exactly why I'm here. Since I have a lot more businesses to see today, I can only spend a few minutes with you. Do you have a place we can sit **down**?"

(Break eye contact- gesture toward a chair, desk, counter, office, or breakroom)

## **THIRD APPROACH**

"Okay, I understand...let me ask you this . . .If you couldn't work for 6 months to a year, how would that affect your family financially? (let them respond)

"What I'm showing is a policy that pays money directly to you to help pay family bills if something serious happens, and it's in addition to any other insurance. (their name), I'll share with you that one of the biggest reasons everyone has been taking a quick look at this, is our money back benefit. It's a win-win situation. If you need it, we could pay your family thousands of dollars and if not you can get all your money back! That's exactly why so many businesses and their employees are excited about what we do!

(show the product menu page of the FHL Mobile Sales app)

For you, "When considering ways to protect your yourself, your family, and your future; which of these concerns you the most...." Cancer...Heart Attack & Stroke...or Accident & Injuries?

You know a lot of people tell me that.... why do you say that? (Discuss their response and ask a few questions; who was it, what happened, how long were they out of work, etc. - be genuine and show empathy)

\_\_\_\_\_, Nearly everyone I talk with tells me how concerned they are with the devastating effects that (Cancer, Heart Attack/Stroke, or a Serious Accident) is having on their neighbors, friends, and family. In fact, (go into product selection and proceed with presentation/rapport building)