

C2C APPROACHES

FIRST APPROACH

"Hi, Mrs. Jones. My name is _____ with Globe Life Family Heritage Division and I'm the one in charge of talking to all of the families in the (city or county) area about cancer. I was visiting with the _____, the _____, and the _____; and I thought I'd stop by. I apologize I only have a few minutes.

Do you have a place we can sit **down**?"

(Break eye contact, gesture inside, wipe feet and move forward)

(When you mention names, point to their house or your pre-approach pad.)

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; In fact, I was just speaking with..."

(use more detail with names by showing pre-approach map or names list.)

I know cancer is not the most pleasant subject, but it does affect a lot of families out here. Since I have a lot more families 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 inside, wipe feet and move forward)

THIRD APPROACH

"Okay, I understand...let me ask you this . . .

Who is the closest person to you that has had cancer?"

(Discuss their response and ask a few questions - be genuine and show empathy)

"Most of the people I talk to have great health insurance. However, if you (or your spouse) couldn't work for **6 months to a year** because of something like cancer, heart attack, or a serious accident, how would that affect your family **financially**?"

"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."

"What _____ and _____ really liked, was if they never have to use the policy, they can get all their money back. That's exactly why we have so many clients in this area.

Like I said, it only takes a few minutes. If you like it great, if you don't, that's okay too. I get credit just for showing it to you."

"Do you have a place we can sit **down**?"

(Break eye contact, gesture inside, wipe feet and move forward)

FIRST APPROACH

C2C

Hi, Mrs. Jones?

SHAKE HANDS

My name is _____
with Globe Life Family
Heritage Division and
I'm the one in charge of
talking to all of the
families in the (city or county)
area about cancer.

HAND TO CHEST

I was visiting with the
_____, the _____ and
the _____ and I
thought I'd stop by.

**GESTURE TO
HOUSES**

I apologize I only have a
few minutes...

TAP WATCH

Do you have a place we
can sit **down**?

**BREAK EYE
CONTACT, WIPE
YOUR FEET, AND
WALK TO DOOR**