

**TPLL**Life  
**SALES TECHNIQUES**

# STEP 1: PROSPECTING

## 1. Prospecting

- The first step in the personal selling process.
- The process of looking for and checking leads is called prospecting or determining which companies or individuals could become customers.
- Up to 20% of a company's customer base can be lost for reasons such as transfer, death, retirement, takeovers, dissatisfaction with the company and competition.
- A steadily growing list of qualified prospects is important for reaching the sales targets.

## 2. Qualifying a prospect:

- A lead is a name on a list.
- It only becomes a prospect if it is determined that the person or company can benefit from the service or product offered.
- A qualified prospect has a need, can benefit from the product and has the authority to make the decision.

# STEP 2: THE PRE-APPROACH

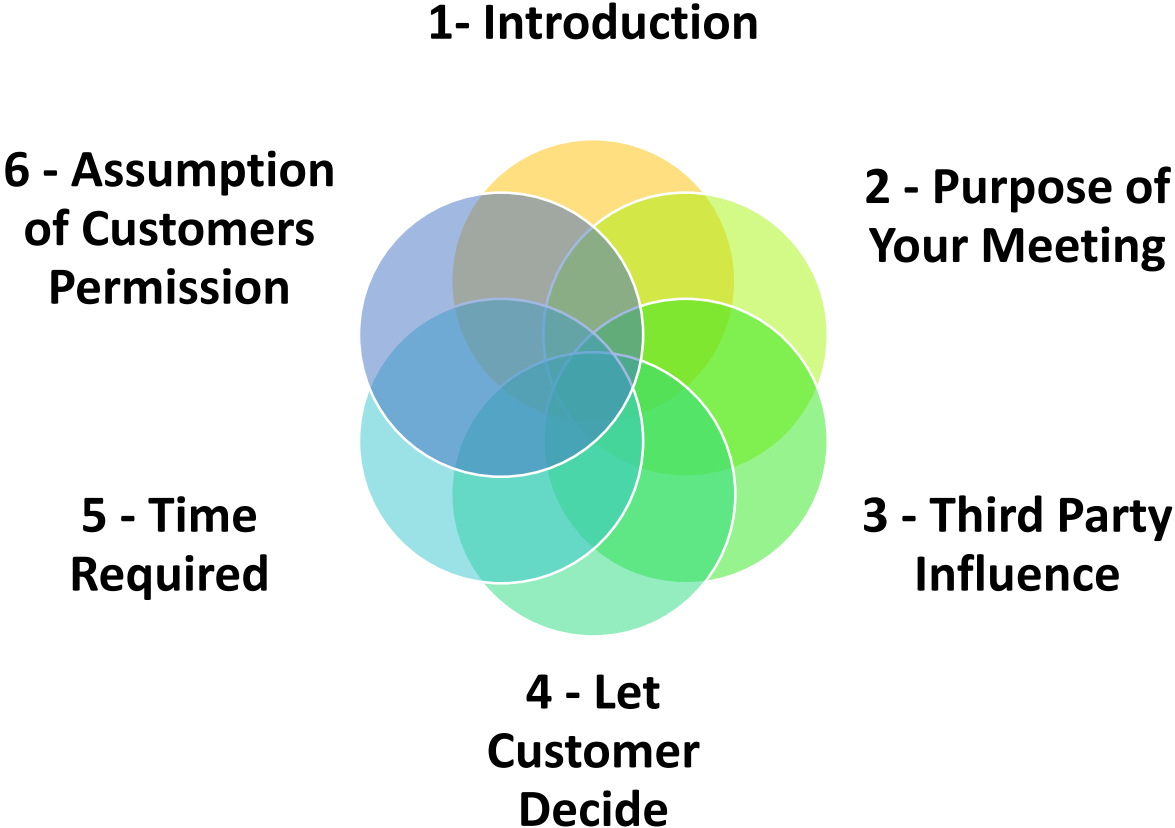
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2. This stage involves the collecting of as much relevant information as possible prior to the sales presentation.
  - The pre-approach investigation is carried out on new customers but also on regular customers.
  - Systematic collection of information requires a decision about applicability, usefulness and how to organize the information for easy access and effective use.

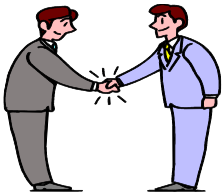
# STEP 3: THE APPROACH

- The salesperson should always focus on the benefits for the customer.
- This is done by using the product's features and advantages.
  - Remember: Features Tell Benefits Sell
- This is known as the FAB technique (Features, Advantages and Benefits).
  - **Features:** Refers to the physical characteristics e.g. Affordability, Relevance.
  - **Advantages:** Refers to the performance provided by the physical characteristics e.g. Future Planning due to Insurance Policy.
  - **Benefits:** Refers to the benefits for the prospect. e.g. Peace of Mind.

# STEP 4: THE “EFFECTIVE” APPROACH



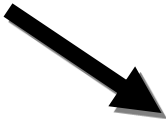
# STEP 5: THE SALES STRUCTURE



Meet & Greet the customer



Listen to the customer



Paraphrase / Confirm understanding / Fact Finding

Customer Appreciation



Building Life Time Relationship



Complete task  
Close/ Underwriting



Advise the Customer like you're his/her real friend



# STEP 6: THE SALES PRESENTATION

- After the prospects interest has been grasped, the sales presentation is delivered.
- This involves a "persuasive vocal and visual explanation of an Insurance Plan".
  - Illustration Sheet of Insurance Plan
  - Payment Modes & Premium
- It should be done in a relaxed atmosphere to encourage the prospect to share information in order to establish requirements.
- Some small talk may be necessary to reduce tension but the purpose always remains business.

# STEP 7: THE SALES PITCH

## 1 - INTRODUCTION

- Give Your and Your Company's Introduction
- Mention the purpose of your visit or call
- Request for time to explain the proposition that you have for the Customer



# STEP 7: THE SALES PITCH

## 2 - REASON

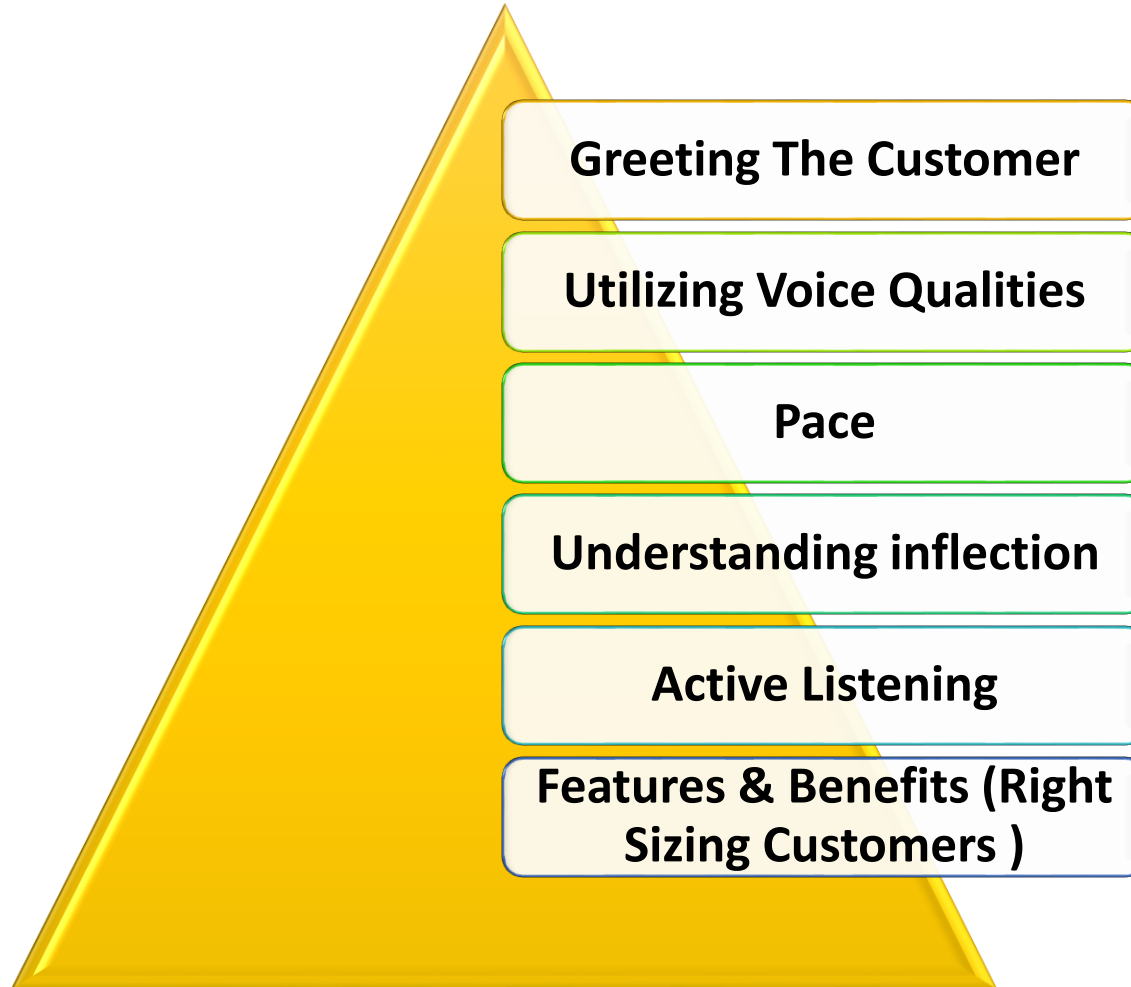
- Make a relevant storyline for the customer on how the product that you are about pitch is of relevance for the customer.
- Relate economic conditions and inflation elements to the discussion to lay ground to present the product when the stage comes.

# STEP 7: THE SALES PITCH

## 3 – FACT FINDING & NEED ASSESSMENT

- Try and learn as much as you can from the customer about:
  - Family
  - Likes & Dislikes
  - Lifestyle
  - Financial Condition
  - Goals etc.

# FACT FINDING EVENTS – CREATE AN INTEREST



# FACT FINDING EVENTS – LISTEN ACTIVELY & PROBE

Your ability to really understand the message your customer is sending is critical to your success.

Listening is not a passive activity

The average rate of speech is about 150 words a minute

Whereas the average rate of hearing is close to 750 words a minute.

Poor listening can cause the customer to feel unimportant, become frustrated and irritate.

Ask The Question

PAUSE –  
Wait for  
the  
answer

Encourage  
the  
Response

# STEP 7: THE SALES PITCH

## 4 – ADVISE

- Present the idea of how a relevant insurance plan can be of benefit and reliance.
- Throw the BIG IDEA, the Insurance Plan that you had in mind
- Explain the Product Benefits for the customer by explaining each feature of the product along with Terms & Conditions.

# STEP 7: THE SALES PITCH

## 5 – CLOSE

- Make the closing remarks with an Open Ended Statement – such as “Shall we start if you do not have any further questions?”

# STEP 8: THE TRIAL CLOSE

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- The trial close is a part of the presentation and is an important step in the selling process.
- Known as a temperature question - technique to establish the attitude of the prospect towards the presentation and the product.

# STEP 9: HANDLING OBJECTIONS

- Objections are often indications of interest by the prospect and should not be viewed with misgiving by salespeople.
- The prospect is in fact requesting additional information to help him to justify a decision to buy.
- The prospect may not be fully convinced and the issues raised are thus very important.
- It also assists the salesperson to establish exactly what is on the prospect's mind.
- Always encourage questions i.e. Objections and show empathy and listen to the objections carefully.
- Three key elements for effective objection handling are: listening:



# KEY POINTS OF OBJECTION HANDLING

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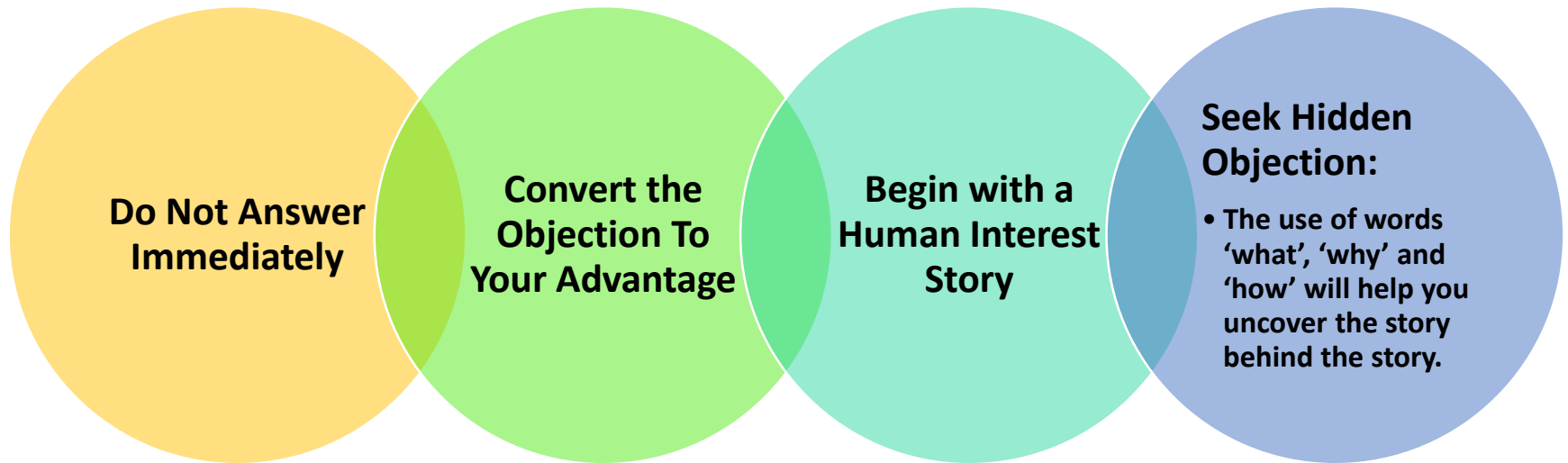
- Do not take them personally.
- Handle them tactfully and professionally.
- Put your self into the customer's shoes
- Make objection a last objection
- Don't answer objection immediately, follow the process

# METHODS FOR OBJECTION HANDLING

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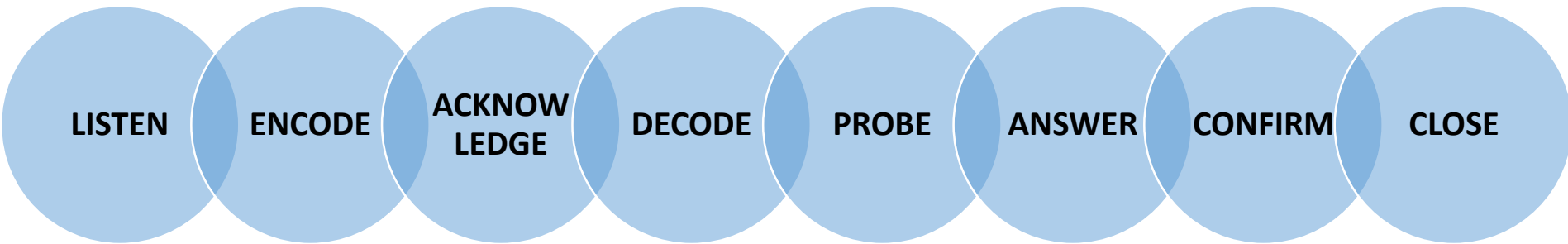
- Listen the objection carefully and note the key concerns.
- Repeat the objection with key concern to confirm.
- Answer the objection in a sequence of key concerns
- Verify if he/she understood your answers and proceed for close.
- Listen to the customer attentively and empathize with them.

# SEQUENCE FOR OBJECTION HANDLING



# STEPS FOR OBJECTION HANDLING

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# STEP 10: CLOSING THE SALE

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- This is the last part of the presentation.
- Many Sales Agents fear the closing of a sale.
- Closing a sale is only the confirmation of an understanding.
- Fear will disappear if the Sales Agent truly believes that the prospect will enjoy benefits after the purchase of the product. Hence, **SHOW CONFIDENCE IN WHAT YOU SELL!**

# STEP 11: THE FOLLOW-UP

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- The sale does not complete the selling process.
- Follow-up activities are very important and are useful for the establishment of long-term business relationships.
- It is important to check if the products have been received in good condition, to establish the customer is satisfied etc.