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# Sample Insurance Sales Pitch

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Principles of Principled Life Insurance Selling

Review of Veterans' Insurance Programs: June 12, 1973

Secrets of Successful Insurance Sales

The Official Guide to Selling Final Expense Insurance

Flip the Script

Sales Script Manual, Final Expense Life Insurance

Insurance Sales Secrets

10 Steps to Success

Power Phrases for Insurance Sales

A Beginner's Practical Guide to Sales Scripts for Independent Life and /Or Health

Insurance Agents

PROSPECTING BY THE NUMBERS

The Life Insurance Industry

The Successful Agent

The Challenger Sale

The Psychology of Selling Life Insurance

Cracking the Code to Life Insurance Sales for the Multi Line Agent

How to Sell Life Insurance

The Wedge

Model Rules of Professional Conduct

The Cold Calling Equation

Working the Past

Power Position Your Agency

Your Sales Presentation

Abusive Insurance Sales and Marketing Techniques Involving the Earned Income Tax Credit

Review of Veterans' Insurance Programs

The Official Guide To Selling Insurance For New Agents

How to Sell Umbrella Insurance 2nd Edition

SPIN® -Selling

Review of Veterans' Insurance Programs

The Building Blocks of Agency Development

Checkmate

Marketing Ideas For Insurance Agents

The Life Insurance Industry

How Any Agent Can Escape the Price Battlefield

Interviews With Top Producing Insurance Agents

Closing the Sale  
Getting "Yes" Decisions  
Secrets of Successful Insurance Sales  
Complying with the telemarketing sales rule  
Secrets of Successful Insurance Sales

*Sample Insurance Sales  
Pitch*

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## **MIDDLETON ALEX**

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### **Principles of Principled Life Insurance Selling** iUniverse

This book grew out of the discovery, in 1986, of an unpublished manuscript by Napoleon Hill, author of "Think and Grow Rich." Hill had organized the text as a series of seventeen lessons, apparently to be taught in a seminar context, each lesson based on one of the Seventeen Principles of Success that he and W.

Clement Stone developed when they worked together on Seminars and books, including the self-help classic "Success Through a Positive Mental Attitude." The Kinder Brothers, two outstanding life-insurance sales-persons have written this book using some of the Hill material. They share what they call a "value-added" approach to selling and refer to the buyer-oriented approach of "need selling rather than greed selling."  
*Review of Veterans' Insurance Programs: June 12, 1973* AuthorHouse  
'POWER Phrases for Insurance Sales' The

secret to turning a "NO" to a "YES" may be as simple as using the right phrase at the right place and time. In this book, you can find 100 of such phrases that are proven to trigger emotions and to boost your credibility. In your next sales presentation, try working some of them into your pitch and see the difference!

Secrets of Successful Insurance Sales  
Summit Business Media

This scarce antiquarian book is a facsimile reprint of the original. Due to its age, it may contain imperfections such as marks, notations, marginalia and flawed pages. Because we believe this work is culturally important, we have made it available as part of our commitment for protecting, preserving, and promoting the world's literature in affordable, high quality, modern editions

that are true to the original work.

*The Official Guide to Selling Final Expense Insurance* DMA4U

Garry Kinder, CEO of The KBI Group says, "In Dr. Canh's book, *The Building Blocks of Agency Development - A Handbook of Life Insurance Sales Management*, you will find systems that work and philosophies that win throughout the pages." Indeed this handbook will help new as well as experienced professionals in life insurance sales management with basic know-how to build a successful insurance agency and ideas to enable them to unleash their leadership potential and reach the pinnacle of their management career. Not only does this book clearly describe the fundamental systems and techniques that help lay a

solid foundation for a growth agency, it also shows you step by step how to apply them in your daily management responsibilities. More importantly, you will learn from this book philosophies that guide you in the right direction to develop your leadership skills so that you may lead other people to achieve greater success in helping themselves and their clients in their goal to grow and protect their wealth.

#### Flip the Script iUniverse

Based on Napoleon Hill's *The Science of Successful Insurance Selling*, this book integrates Hill's "value-added" or client-needs principles of insurance selling with modern sales techniques and developments in the insurance sales industry.

*Sales Script Manual, Final Expense Life*

#### *Insurance Createspace Independent Publishing Platform*

Are you looking for a complete guide to insurance agent marketing? Your search ends here with this comprehensive book! This book offers 17 unique marketing strategies to help you succeed, providing an abundance of tips, tricks, ideas, and examples. Real-world ad copy examples are included for each marketing strategy, making it a powerful tool to re-imagine, think out of the box, see new possibilities, or even simply use the same ad copy samples to get started faster. You may have known a marketing strategy before, but when you have multiple ad copy examples about the same marketing strategy, it will open up your eyes to new ways that it can be done. This comprehensive guide offers a

unique opportunity to generate fresh and innovative ideas, elevating your insurance agent marketing to the next level, with insights that only a marketing expert could provide. Whether you're a professional or just getting started, this book is the perfect resource to take your insurance agent marketing to the next level.

**Insurance Sales Secrets** Made For Success Publishing

The Model Rules of Professional Conduct provides an up-to-date resource for information on legal ethics. Federal, state and local courts in all jurisdictions look to the Rules for guidance in solving lawyer malpractice cases, disciplinary actions, disqualification issues, sanctions questions and much more. In this volume, black-letter Rules of

Professional Conduct are followed by numbered Comments that explain each Rule's purpose and provide suggestions for its practical application. The Rules will help you identify proper conduct in a variety of given situations, review those instances where discretionary action is possible, and define the nature of the relationship between you and your clients, colleagues and the courts.

10 Steps to Success Fortune Network Publishing Inc.

THE BESTSELLING AUTHOR OF PITCH ANYTHING IS BACK TO FLIP YOUR ENTIRE APPROACH TO PERSUASION. Is there anything worse than a high-pressure salesperson pushing you to say "yes" (then sign on the dotted line) before you're ready? If there's one lesson Oren Klaff has learned over decades of

pitching, presenting, and closing long-shot, high-stakes deals, it's that people are sick of being marketed and sold to. Most of all, they hate being told what to think. The more you push them, the more they resist. What people love, however, is coming up with a great idea on their own, even if it's the idea you were guiding them to have all along. Often, the only way to get someone to sign is to make them feel like they're smarter than you. That's why Oren is throwing out the old playbook on persuasion. Instead, he'll show you a new approach that works on this simple insight: Everyone trusts their own ideas. If, rather than pushing your idea on your buyer, you can guide them to discover it on their own, they'll believe it, trust it, and get excited about it. Then they'll buy

in and feel good about the chance to work with you. That might sound easier said than done, but Oren has taught thousands of people how to do it with a series of simple steps that anyone can follow in any situation. And as you'll see in this book, Oren has been in a lot of different situations. He'll show you how he got a billionaire to take him seriously, how he got a venture capital firm to cough up capital, and how he made a skeptical Swiss banker see him as an expert in banking. He'll even show you how to become so compelling that buyers are even more attracted to you than to your product. These days, it's not enough to make a great pitch. To get attention, create trust, and close the deal, you need to flip the script.

*Power Phrases for Insurance Sales*

FriesenPress

The Best Way To Become A Top Producing Insurance Agent... Is To LEARN From A Top Producing Insurance Agent! Are you a new or struggling insurance agent? Are you in search of guidance and direction on how to have an enormously successful career in selling insurance? If so, Interviews With Top Producing Insurance Agents will show you - by example - how 13 six- and seven figure earning insurance agents from a variety of insurance sales backgrounds not only achieved success, but continually sustain success, year after year! You'll get the truth on what it takes to become successful, how to deal with the trials and tribulations that come with selling insurance, and how to position yourself as an individual with

value, so you will attract more insurance business. Dave Duford interviews top producing insurance agents and agencies from the following insurance niches: final expense, Medicare Supplement sales, large -employer employee benefits, annuity sales, disability insurance, selling insurance telephonically, and much more. If your goal is to improve your results selling insurance, no matter what type you sell, then this candid, "over the shoulder" interview into the details of top producing agents will help you immensely.

[A Beginner's Practical Guide to Sales Scripts for Independent Life and /Or Health Insurance Agents](#) Bookboon

Can 17 minutes really change your life? If you're using **Tom Hopkins'** Sales Pre-



sensation formula for success, you'd better believe it!

Do you know the most crucial, most overlooked step that you need to take before setting up any presentation? If you're making the same mistake that most salespeople do, learning this one technique alone could double your sales.

No one knows this secret sales solution better than the legendary **Tom Hopkins**, who earned more than one million dollars in commissions during the first three years of his sales career. Over the course of the past 25+ years, he's been teaching others to do the same. Using Tom's selling secrets just might turn your life around from defeat to success. Learn the formula for successful sales presentations from one of the highest paid salesmen in America.

Inside these pages you'll discover the key to unlock:

- The Secrets of Buying - This is not a spectator sport!
- How to put champion power in your presentations
- Ways to finesse that first meeting every time
- Tactics to qualify your prospects for ultimate quota-busting

The formula contained inside *Your Sales Presentation: 17-Minute Formula for Success* reveals Tom's personal principles that he developed and perfected through his own experiences in sales. No matter what you sell, your presentations will be more profitable and more valuable to your company using these exact steps. Best of all, you will be a boon to your cus-

tomers when you use and apply the formula for success. The real question is, can you afford not to make the most out of your 17 minutes?

*Your Sales Presentation: 17-Minute Formula for Success* is a step-by-step sales presentation system to take you from Zero to Hero in 17 minutes! Each chapter includes precise techniques that will help you master each step in your sales presentation, no matter what you're selling.

### **PROSPECTING BY THE NUMBERS**

Penguin

The demand on multi-line reps to sell Life insurance has never been higher. Through my coaching, conducting sales interviews, and accompanying reps on joint sales calls, I've experienced the prospect interviews collected in this book. Many times after sharing these

experiences while coaching or during a seminar, I've been told "You should put that in a book " Well, now I have. The skills, concepts, and knowledge I put forth will help you become a skilled interviewer, build strong relationships, and will immediately impact your Life sales. I demonstrate how to get your clients and prospects engaged in your conversations; how different types of questions help improve the connections between you and your prospects; and how to successfully overcome common objections and close successfully. Whether you are new to the industry or have years of experience, what you'll learn here will be instrumental in building a successful multi-line career....  
**The Life Insurance Industry** OSTRICH PUBLISHERS

This is the only proven technique for separating prospective clients from your competitors and winning new business. Presents and discusses the Wedge sales strategy, which was developed by a winning sales consultant who has coached many hundreds of sales people. The book concentrates on a four-step process called Position, Leverage, Growth, and Scoreboard. Sales people must position their books of business for profitability and growth by over serving the top 20 percent of clients. They must leverage satisfied customers to gain referral prospects. They must accelerate sales growth by busting incumbent relationships. And they must track sales growth through a formal scoreboard. Written for individual sales persons by a well-known sales consultant, *The Wedge*

discusses why traditional selling doesn't work, what sales people need to know to win, and the six steps of *The Wedge* sales process. Includes actual scripting aids and practical, situation-specific winning sales examples.

*The Successful Agent Createspace Independent Publishing Platform*  
The Most Comprehensive Guide To Successfully Starting Your Insurance Sales Career... No Matter What Insurance Product You Sell... From The Perspective Of A Top Producing Insurance Agent And National Trainer! Did you know that the "ugly" truth of insurance sales is that over 90% of new agents FAIL within their first 12 months of getting their license? The sad truth is that insurance sales is TOUGH, and to succeed, you must have a strategy in place to avoid

becoming another statistic. Taking his own experience succeeding AND failing out of insurance sales, David Duford has designed this guide to help new insurance agents navigate the most common pitfalls to selling insurance so you can improve your odds of a successful, lucrative career. *The Official Guide To Selling Insurance For New Agents* provides the blueprint to optimizing your new career as an insurance agent. This handbook explains: 1) How to avoid failure and achieve success. 2) How to select the best insurance product to sell. 3) How to identify and avoid joining agencies who are NOT working in your best interest. 4) A crash-course in understanding how to become a top-producing insurance agent.

### **The Challenger Sale** Independently Published

What I've put together here is the most comprehensive sales book for Umbrella Insurance. Every aspect from sales pitch, objection, rebuttals, etc. Umbrella insurance is a key component to building your book of business over time. Most Agencies overlook selling umbrella insurance, but successful agencies spend the time and focus on density per household. If you're struggling to sell umbrella insurance, give this book a read. If you are new to the industry give this book a read. If you are a seasoned broker/agent, give it a read and you might find a 'golden nugget' hidden away in this book.

[The Psychology of Selling Life Insurance](#)  
Penguin

Cold calling is a blood sport. Sales professionals hate making cold calls and customers despise receiving them. Yet those who can rise above the competition and master cold-calling will find themselves closing deals, hitting targets, and positively improving their lives on both professional and personal levels. Powerful, practical, and logical, *The Cold Calling Equation: Problem Solved* teaches cold calling as a skill that anyone who exerts the effort can perfect. Readers can see immediate results from tactics that are spelled out in the book's first pages. It takes the intimidation out of calling a complete stranger and teaches a person with any level of education and experience how to make human connections and find opportunities to grow their business.

Upending conventional wisdom, the author reveals that hard work and effort don't always result in successful cold calls. What works is when a caller learns how to succinctly state their company's value to another business. Forget selling the features. Cold callers need to show how their product will make a client's company run faster, smoother, and harder. The reader can formulate their own attack using the concepts and tools that are cleanly explained throughout the book. *The Cold Calling Equation: Problem Solved* is a book based on real-world scenarios and developed by Michael Halper who has thirteen years experience in cold calling. An energetic sales coach, he runs a telesales operation for other businesses and manages a team of callers. The book

takes the reader, chapter by chapter, through the other stumbling blocks of cold calling and shows the salesperson how to clear these hurdles. He also demonstrates how to build target lists and scripts, deal with objections, find opportunities, build both rapport and interest, and more. The psychological state of the cold caller is taken into account as well. The book gives solid strategies for overcoming anxiety and breaks down the pernicious myth that all cold callers are born rather than made. Salespeople don't have to be extroverts or the life of the party. In fact, it's the ability to listen rather than the gift of gab that makes someone successful at business-to-business selling. Turning the tables on the seller, *The Cold Calling Equation: Problem Solved* also

demonstrates that not every lead is worth pursuing. In a powerful section on qualifying, Halper shows the salesperson how to quickly screen prospects through incisive questions. It's a tactic that makes the phone call more controversial and gets the prospect talking. Cold callers will also learn how to manage gatekeepers, turning their enemies into allies who go from blocking to opening up and pointing in the right direction. This helpful guide shows callers how to navigate objections, those challenging phrases that prospects use to get off the phone. Whether it is "I do not have time right now" or "We are not interested," Halper will show you why prospects use objections and how cold callers can get around them. Even a reader with zero sales skills and no practical experience

can read this book and learn how to utilize their phone and make it into a powerful sales tool. It will move the novice cold caller from frustration and failure to control and success.

*Cracking the Code to Life Insurance Sales for the Multi Line Agent* Oxford University Press

What causes potential clients to say “yes” or “no” to our proposals? Well, if we could read our potential clients’ minds, we would see the five questions they use to make their decisions. Five questions? Yes. We will know the exact sequence and importance of these decision-making or decision-breaking questions. And 80% of this process happens even before our presentations or proposals begin. What does this mean to us in real life? No more convincing,

proving, and information dumps.

Instead, we will allow our prospects to willingly volunteer to do business with us, before we even propose solutions.

Enjoy this clear and fascinating journey into our potential clients’ minds.

Discover why the old school sales techniques of the 1980s no longer work.

Our prospects are over-marketed to, subject to constant advertising, and can search for their own solutions online. But none of this matters when we do our job of guiding them through the minefield of insecurity and doubt. In the new world of instant decisions, we need to master the words and phrases to successfully move our potential clients to lifelong clients. Easy ... when we can read their minds and service their needs immediately.

Can we master these new words,

phrases, and five questions quickly? Of course we can, and this book shows us how. Let sales experts Bernie De Souza and Tom "Big Al" Schreiter share their secrets of instant rapport through closing. Order your book now!

[How to Sell Life Insurance](#) eBookIt.com  
Includes professional sales scripts for: Appointment Setting, Cold Call, Old/Aged Leads, Close The Sale, Collect Payment Info, Winning Agent Rebuttals to 15 Most Common Objections, Answering Machine Message(to generate a return phone call), Warm Up, Identify Need, PreQualify Health, Plan Benefits, No-cost Benefits, Decision Maker, 3 Option Quote, Referrals, Agent Post-sale Checklist, Steps to the Sale, Funeral Expenses, 30 Important Burial Decisions, Client Thank you Letter, Sponsor Sheet, Quote Sheet,

Agent Sales Schedule, Tie Downs, Memorial Guide sample, Sales Techniques to Avoid, 10 Point Agent Inspection, Hiring Agent Script. Dr. Clark's Sales Script MANUAL is the "exact science" of successful sales verbiage in an easy-to-read, printable, page-by-page format. Know what to say! Know what NOT to say to each customer to CLOSE multiple sales per day/week. Dr. Troy Clark is one of the select few awarded National Top Producers for both field sales and phone sales within the final expense life insurance industry. Troy is America's first, original final expense insurance author, "How YOU Can Master Final Expense" (2010).  
**The Wedge** American Bar Association True or false? In selling high-value products or services: 'closing' increases



your chance of success; it is essential to describe the benefits of your product or service to the customer; objection handling is an important skill; open questions are more effective than closed questions. All false, says this provocative book. Neil Rackham and his team studied more than 35,000 sales calls made by 10,000 sales people in 23 countries over 12 years. Their findings revealed that many of the methods developed for selling low-value goods just don't work for major sales. Rackham went on to introduce his SPIN-Selling method. SPIN describes the whole selling process: Situation questions Problem questions Implication questions Need-payoff questions SPIN-Selling provides you with a set of simple and practical techniques which have been tried in

many of today's leading companies with dramatic improvements to their sales performance.

*Model Rules of Professional Conduct*

Taylor & Francis

General and Specific Tips to help improve your life insurance sales knowledge. Ever wonder how some Agents are able to sell life insurance at seemingly astronomical rate? Every great Life Agent has a system and some of the techniques in this book might help you build one that works for you.

### **The Cold Calling Equation**

Createspace Independent Publishing Platform

What's the secret to sales success? If you're like most business leaders, you'd say it's fundamentally about relationships-and you'd be wrong. The

best salespeople don't just build relationships with customers. They challenge them. The need to understand what top-performing reps are doing that their average performing colleagues are not drove Matthew Dixon, Brent Adamson, and their colleagues at Corporate Executive Board to investigate the skills, behaviors, knowledge, and attitudes that matter most for high performance. And what they discovered may be the biggest shock to conventional sales wisdom in decades. Based on an exhaustive study of thousands of sales reps across multiple industries and geographies, The Challenger Sale argues that classic relationship building is a losing approach, especially when it comes to selling complex, large-scale business-to-

business solutions. The authors' study found that every sales rep in the world falls into one of five distinct profiles, and while all of these types of reps can deliver average sales performance, only one-the Challenger- delivers consistently high performance. Instead of bludgeoning customers with endless facts and features about their company and products, Challengers approach customers with unique insights about how they can save or make money. They tailor their sales message to the customer's specific needs and objectives. Rather than acquiescing to the customer's every demand or objection, they are assertive, pushing back when necessary and taking control of the sale. The things that make Challengers unique are replicable and

teachable to the average sales rep. Once you understand how to identify the Challengers in your organization, you can model their approach and embed it throughout your sales force. The authors explain how almost any average-

performing rep, once equipped with the right tools, can successfully reframe customers' expectations and deliver a distinctive purchase experience that drives higher levels of customer loyalty and, ultimately, greater growth.