



Door Knock Approach

If the lead card has a man's name on it and a man answers the door, assume it's the prospect. Don't ask for the prospect, assume it's them.

"Hi, are you Mark?" (Smile)

"Hi Mark, my name is Rusty, I'm your Senior Benefits Coordinator assigned to your request and I have the benefits package you had requested" (point at the Direct Mail lead card when saying "you had requested")

May I come in?" (slight motion forward to go in as you ask this)

- 1 Line
- Short, simple, and to the point
- Less is more
- Do not ask if this is a good time
- Do not tell them you would like to go over some information with them and immediately relinquish your control
- Do not tell them you were in the neighborhood
- Just stick to the script verbatim

Think you can learn that?