

The Approach

FIRST APPROACH

"Hi, Mrs. Jones. My name is _____ with Family Heritage and I'm the one who's been talking to all of the families in _____ about cancer. I was visiting with 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?"
(Gesture inside, wipe feet, break eye contact)

(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 me yet. Like I said, Mrs. Jones, my name is _____, and I'm talking with everyone about cancer - like the. . ." (use more detail with names). "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?" (gesture inside, wipe feet, break eye contact.)

THIRD APPROACH

"Okay, that's fine...let me ask you this . . .

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

"Most of the people I talk to have great health insurance. However, if you (or your husband) 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's income?"

"What I'm showing is a policy that pays money directly to you to pay family bills if something serious happens, and it's over and above your other insurance."

"What _____ and _____ and _____ liked was if they never have to use the policy, they get all their money back. That's exactly why we have over ____ clients in this area. Like I said, it only takes a few minutes. If you like it fine, if you don't, that's okay too. I get credit for showing it to you."

"Do you have a place we can sit down?" (gesture inside, wipe feet, break eye contact.)

FIRST APPROACH

Hi, Mrs. Jones?

SHAKE HANDS

My name is _____
with Family Heritage and
I'm the one who's been
talking to all of the
families in this area about
cancer.

HAND TO CHEST

***GESTURE
TO HOUSES***

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

POINT

I apologize I only have a
few minutes...

TAP WATCH

Do you have a place we
can sit down?

***BREAK EYE CONTACT
& WALK TO DOOR***