

## **A Magical Word for Sales Consultants**

There is a word with magical powers that changes the careers of many insurance sales reps from failure to success. In fact it benefits any and every sales person. It will also save many conversations from turning into full blown arguments. Insurance sales representatives are often not trusted and for good reason. It is natural game for a client to attempt to go one up on the sales person. The person who is in control is usually the one who ends up in control. Experience tells us that before a presentation, we can by using one simple word take control; we go into a sales situation without any butterflies. How often has an insurance sales representative wasted all the time of giving a presentation, and at the very end get an objection or three? One of the dreaded ones is "That's more than I can pay", and you spend 30 minutes arguing why the price is affordable. The client either does not like you, trust you, become convinced in your product, or simply wants and does take control. You got snagged in the trap, and no matter how many handling objections books you have read you will not rescue yourself out.

The dreaded response that gives grown salespeople frightening nightmares is "I need to think it over." You just fell into a hole deeper than six feet under. This is not really a true objection, but the prospects way of getting you to stop your presentation. How often does that prospect call you back to purchase your product? Would one in a hundred be a reasonable number? Misery stops and sales start by learning this one four letter word.

The powerful word is not mysterious, and in fact the reason it works is that it has no true rational meaning. It is a word that once said ends all reasonable conversation or objections as the other side can't take control away from you. The word discovered is **"fine"**. In fact it often becomes more effective when "fine" is repeated again to ward off further attempted disturbances. Each time the word "fine" is used, the objection lessens until no longer existing. Have someone give you an objection, and only answer "fine" as every response. You will see how great this works! Let's try it..... Prospect, "I really wasn't considering buying this product" You say "Fine". What does the prospect say then? Prospect "I need to think it over" You, "Fine" Tough prospect "I can't afford this" You, "Fine, what can you afford?" Prospect "maybe half this amount" You "Fine, do you want something similar at half the price?" Prospect, "maybe but I need to see it first" You, "Fine, I'll show you the other one along with this one here and you decide, is that okay?" Prospect, "That might be okay" You turned his objection into a sales situation where you were asking the questions. 70% of the time the prospect will take the original option.

Please define what the word fine means, it means end of subject. Or the subject is not important enough to answer or continue. Wife says "You be back in 10 minutes" Response, "Fine". We closed the discussion. If we are criticized, "you are 5 minutes late. Respond "Fine" keep using "Fine" as my answer till the conversation dies. No big fight, no sweat on your back, no domestic situation.

It works just fine every time. Fine is the best word created for a peaceful mankind.

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