

Triggers & Responses for Insurance-Home & Auto



Sales Team Leader Name: _____ Month Year: _____

Triggers to listen for to help find me business.

1. Trigger The cost of my insurance keeps going up.

Response

I have a close friend that I trust with my insurance. Let me have him call you and he can at least look everything over for you.

2. Trigger I am buying a new home this year. I am buying a new car.

Response

This is a time to make sure you have the correct insurance. Can I have my friend _____ call you?

3. Trigger I just had a horrible claim experience. All I do is pay for insurance. I am insurance poor.

Response

Sometimes it's not the company but the Representative. Can my friend _____ call you? Maybe you can even save money!

4. Trigger I do not understand insurance.

Response

 , my insurance friend, meets with his clients every year. You should let me give you his number.

5. Trigger I am getting married this year!

Response

This is a time to make sure you have the correct insurance. Can I have my friend , call you?

6. Trigger I am getting a new job. I am so excited!!

Response

This is a time to make sure you have the correct insurance. Can I have my friend , call you?
