

# Triggers & Responses for Life Insurance/Financial Coach



Sales Team Leader Name: \_\_\_\_\_ Month Year: \_\_\_\_\_

Triggers to listen for to help find me business.

1. Trigger Someone who is getting married, recently married or divorced, who just had a baby, is pregnant or any other big life change.

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## Response

I know a really great financial professional he meets with people for free and has helped alot of people in your situation both save money and gain peace of mind. He works the best company in the United States and offers policies that no one else can offer.

Everyone with children, especially newborns should meet with a financial advisor. I know a really great financial advisor you should meet with, he offers financial plans that other companies charge thousands of dollars for and he does it for free. He has helped friends of mine get reduce their debt substantially in a very short period of time. He is very knowledgeable, have him tell you about his amazing debt stacking technique, may I have \_\_\_\_\_ call you?

2. Trigger Anyone who pays car insurance but does not have life insurance

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## Response

I have a friend who pointed out to me the other day that some people have auto insurance but not life insurance.

Who does auto insurance protect (wait for answer, you and your auto) who does life insurance protect? (your children)  
Which one is more important to protect? May I have my friend \_\_\_\_\_ call you?

3. Trigger Someone who is in the process of buying a home, or selling a home.

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## Response

Buying or selling a home is a huge deal, congratulations. I have a friend who helps people who just bought or sold a home with financial plans that other companies charge thousands of dollars for and he does it for free. He has helped friends of mine reduce their debt substantially in a short period of time. He is very knowledgeable, and best of all it is free, have him tell you about his amazing debt stacking technique. He works for a company that is unique and not like any other company in the United States, may I have my friend \_\_\_\_\_ call you?

4. Trigger Anyone who just left their job, got fired or is being laid off.

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**Response**

I know a really great financial coach you should meet with, he offers financial plans that other companies charge thousands of dollars for free. He is extremely helpful to anyone in job transition especially if you had a 401K or any type of retirement. He has helped friends of mine reduce their debt substantially in a short period of time. He is very knowledgeable may I have my friend \_\_\_\_\_ call you?

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5. Trigger Anyone who is self employed, looking for part time work or a career change, or is really good at what they do.

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**Response**

I know a guy who is hiring right now and his company he has helped many people build successful careers, may I have my friend \_\_\_\_\_ call you?

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6. Trigger The people you care most about in the world, especially if they have children under the age of 16 and are currently employed. Please introduce me to your favorite 3 today

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**Response**

I have a friend who is a financial advisor and he does financial needs analysis that other companies charge thousands of dollars for and he does it free. He will also review any life insurance policies you have at no charge, and they offer the best policies in the Nation, there is no other company like his. I know and trust this guy and he asked me to introduce him to the people I care most about in the world, which day is best for my friend \_\_\_\_\_ to call you?

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