



To be successful in life insurance selling, some advisors think they need to be aggressive, while others say it takes a certain charisma. But neither is necessary nor appropriate. What works best is a well-organized and professional sales approach. Follows these 6 steps to “yes” and you’ll see your client base grow.

1. Take the time to read clients correctly.

Nothing is more detrimental to closing a life insurance sale than starting with preconceived assumptions about what makes clients tick, their ability to make a purchase, how serious they are, or even the outcome of the meeting. When advisors listen to the client—not “will they” or “won’t they” buy—they uncover needs, discover motivations, recognize opportunities, and begin to see the next steps that will lead to making the sale.

2. Always offer solutions.

Too many advisors focus on the “bells and whistles” of the policy, but never get around to connecting the dots so clients can have a clear understanding of how owning the policy will benefit them. If the solution fails to capture the client’s imagination, there’s no sale. If it doesn’t solve a perceived problem, help make it possible for a dream to come true, or reach deep felt goals, it’s just a dull policy.

3. Know the products.

Knowledge has value, particularly for today’s better-informed clients. An advisor’s competence sends the message that it’s in a client’s best interest to pay attention to this advisor.

4. Follow a process.

In selling life insurance, what’s often missing is a logical process for moving the sale forward:

- Have an agenda for the client meeting. “Winging it” never works.
- Check for client buy-in throughout the meeting. There’s no sale without it.
- Stay in close touch with clients through the underwriting process. This helps to allay their worries and keeps them motivated.

Becoming skilled in the sales process takes lots of practice, but it’s worth the effort.

5. Ask for the sale.

Asking for the sale seems obvious, but too many advisors put it off—until another meeting or after getting further information. By that time, the client's motivation is fading. Always remember that asking for the sale is the only way to help a client. We've long been told that we should learn from our mistakes, which is certainly good advice. Unfortunately, too many salespeople just keep repeating this one.

6. Don't Neglect Post-Issue Service.

A key differentiator for any advisor is the post-issue service they deliver to their clients. This is what separates advisors with deep client relationships from those that are transaction-based.

Having a well-defined service offering allows you to continue to demonstrate value, ensures long-term and profitable client relationships, as well as giving you the ability to generate good quality referrals. The review of inforce policies should be a key element of the post-issue service offering.

The importance of growing one's book of business is ever-present, but networking and prospecting can be hard for some in the current pandemic environment. Why not use this time to implement your post-issue service plan, including policy reviews? Your client's needs change and there is a continuous change in product pricing and offerings. As a result, the importance of policy reviews increases over time.

Most advisors shy away from the policy review task as it is onerous and often difficult to complete. To avoid this problem, it's essential to have a system in place for triggering reviews. Once a review is scheduled, the time-consuming tasks then begin. The carrier needs to be contacted and up-to-date information requested. Follow-up is often required and then when the data is received, it needs to be captured in a system. All this takes time. This is where First American Insurance Underwriters is ready to assist you. Let us do this for you. We have people, systems, and a well-defined process in place to help make this happen—all at no cost to you.

Armed with our well-structured policy market review, you will be able to conduct policy reviews, add value to your clients, potentially acquire new business, and have the opportunity to generate referrals.

Please reach out to your FAIU contact or to our [Internal Sales Team](#) to find out how we can help you and your clients now.