

“THE EIGHT”

Hello Mr. & Mrs. Smith. I understand that you are interested in health insurance at this time. In order to provide you with the best plan possible I would like to ask you eight simple questions:

1. DO YOU KNOW SOMEONE WHO HAS SUFFERED A HEART ATTACK, STROKE OR CANCER?
2. WAS THEIR QUALITY OF LIFE AFFECTED IN A NEGATIVE MANNER?
3. IF I HAD A PRODUCT THAT COULD COVER YOU FOR \$10,000, \$25,000, UP TO \$250,000 IF YOU SUFFERED A COVERED CRITICAL ILLNESS WOULD YOU WANT THAT MONEY?
4. IF YOU CALLED ME IN SIX MONTHS AFTER HAVING A HEART ATTACK, STROKE OR CANCER, WOULD YOU WANT A GET WELL CARD OR A CHECK FOR \$25,000? YOU WOULD WANT \$25,000 RIGHT?
5. HAS ANYONE IN YOUR FAMILY EVER HAD AN ACCIDENT?
6. DID YOU HAVE TO GO TO A MEDICALLY QUALIFIED PHYSICIAN BECAUSE OF THAT ACCIDENT?
7. DID YOU INCUR OUT OF POCKET EXPENSES BECAUSE OF THAT ACCIDENT?
8. IF I HAD A PLAN THAT COVERED YOU AND YOUR WHOLE FAMILY FOR \$5,000 OF ACCIDENT PROTECTION WITH ONLY A \$100 DEDUCTIBLE WOULD YOU BE INTERESTED?

THEY SAID YES TO QUESTIONS 1-8. YOU JUST SOLD THE LIFESTYLE PROTECTOR TO THE HUSBAND AND WIFE & THE VBA ACCIDENT FOR THE WHOLE FAMILY! NOW IT IS TIME TO SELL THEM HEALTH INSURANCE! RAISE THE DEDUCTIBLE ON THE HEALTH, ADD IN THE LSP TIMBER RIDGE CRITICAL ILLNESS AND VBA ACCIDENT AND STILL SAVE THEM MONEY!

Give this approach a try on your next couple appointments, you will not be disappointed!

Sincerely,

J.R. Jordan

Senior Vice President

Colorado Bankers Services