

## **Door Knock**

The most important thing is to smile, brush your feet off and ask ***MAY I COME IN***. Do not reach out to shake hands unless they do.

### **Direct Mail**

Hi my name is \_\_\_\_\_ with the “**Senior Care Plan**”, the Company sent me here today to go over the information you requested when you filled out this card (Hold it up and put away). It only takes a few minutes, ***MAY I COME IN?***

### **TV Lead**

Hi my name is \_\_\_\_\_ with the “**Senior Care Plan**”, the Company sent me here today to go over the information you requested when you called our TV commercial. It only takes a few minutes, ***MAY I COME IN?***

### **Yellow Page Lead**

Hi my name is \_\_\_\_\_ with the “**Senior Care Plan**”, the Company sent me here today to go over the information you requested when you called our ad in the Yellow Pages. It only takes a few minutes, ***MAY I COME IN?***

### **Appointment Lead**

Hi my name is \_\_\_\_\_ with the “**Senior Care Plan**”, you spoke to the Home Office and wanted a representative to contact you and the Company sent me here today to go over the information with you. It only takes a few minutes, ***MAY I COME IN?***

### **Follow Up / Recycled Lead**

Hi my name is \_\_\_\_\_ with the “**Senior Care Plan**”, in the past you called of one of our TV commercials and our notes indicate that a representative didn't get you the information yet. The Company sent me here today to go over the information you requested. It only takes a few minutes, ***MAY I COME IN?***

## **Objections / Rebuttals:**

Remember never to sell at the door, don't make a big deal out of any objection and turn any negative into a positive. Be assertive and focus on your goal at every door which is to get in and only to get in. These are the most common. Hold your ground and don't give up without a fight. Be personable and make some friends. There is other things you can say but these below are a great starting point. Remember the most important thing is to say the magical words, **MAY I COME IN?**

**1. *I am not interested anymore.***

1. I understand and most of my clients I see everyday in the beginning felt the same way you do. It only takes a few minutes MAY I COME IN?

**2. *I never filled this out or I never called.***

1. I understand and I get this all the time, let me verify your information, your name is \_\_\_\_\_ and your address is \_\_\_\_\_. Now it only takes a few minutes MAY I COME IN?

**3. *I have that taken care of already or I have plenty of insurance.***

1. Congratulations on having planed ahead, that means you care about your family. What we do is different than any other plan that you may already have and in fact it protects what you currently have. It only takes a few minutes, MAY I COME IN?

**4. *I don't remember.***

1. I can appreciate that, in fact I don't even remember what I had for dinner last night. It only takes a few minutes and I am sure it will all come back to you, MAY I COME IN?

**5. *What is this all about?***

1. That's exactly why the company sent me here today, to go over what this is all about. It only takes a few minutes, MAY I COME IN?

**6. *I am busy right now, can I have your card and I'll call you later.***

1. I appreciate that your busy and the same goes for me, I have so many people to see in this neighborhood today just like you, that wants to protect their loved ones. Since we are both so busy and both here now, it only takes a few minutes, MAY I COME IN?

**7. *I wanted it through the mail.***

1. That's a very common thing I here everyday, we are able to customize a plan that fits exactly what your looking for and our company believes in old fashioned customer service so they sent me here today, it only takes a few minutes, MAY I COME IN?

**8. *I thought you would call first.***

1. Yes, we do call first and the company sent me here today because you were on our unable to reach list and we know how important this information is to you so the company sent me here today. It only takes a few minutes, MAY I COME IN?
2. If the lead card is blank use it to your advantage and tell them: we would of called fist but you didn't get us that option. We know how important this information is to you so the company sent me here today. It only takes a few minutes, MAY I COME IN?

**9. *I don't want to talk about this now.***

1. I understand that you don't want to talk about this today but here is the beauty of it. You talk about it one time and you and your family never have to talk about it again. It only takes a few minutes, MAY I COME IN?