



National Contracting Center

The **15** Habits
**OF HIGHLY
EFFECTIVE
AGENTS**



15 Habits of Highly Effective Agents

The best insurance sales professionals share one thing in common: they all have developed the right habits needed to be highly effective in sales. Here are 15 habits you should adopt in order to become a more effective agent.

Print this out, keep it close by and commit to these 15 habits today!



1. **They set HIGH targets and goals:** top performers don't wait for someone else to do it for them and they WRITE them down. They set specific, measurable, attainable, time-sensitive goals.
2. **They carefully PLAN:** their quarter, month, week and day! They look at the big picture and do not fly by the seat of their pants.
3. **They set objectives for EVERY sales call.** They know exactly what they want to accomplish and stay focused on the end goal.
4. **They ask high-value questions that probe** to the heart of the issue. They are comfortable asking tough questions that make the client think.
5. **They listen carefully to what clients say and they WAIT TO SPEAK.**
6. **They CLARIFY the issues when they're unclear on what their client means.**
7. **They begin every sales presentation with a RECAP** of their understanding of their client's needs.
8. **They know how to ADAPT their presentation** if the client's situation has changed.
9. **They know how to properly and effectively POSITION their product, service or solution.** The vast majority of sales people fail miserably at this. They talk, talk, talk but

usually end up talking about aspects of their product or solution that has little or no relevance to their client's situation.

10. **Their sales presentations FOCUS on the client.** Most sales presentations focus on the company, their product, or other trivial information that is of no interest to the client.
11. **They always establish NEXT STEPS with the client.**
12. **They FOLLOW-UP after the initial call or meeting.**
13. **They PROSPECT continually to keep their pipeline full.**
14. **They look for ways to KEEP IN TOUCH with their client.**
15. **They are ALWAYS PREPARED for potential OBJECTIONS.**

GET MORE FREE RESOURCES!

Request "3-Simple Steps to Handling Objections" and
"How to Answer Objections Over the Phone" for FREE!

To request a free copy, send an email to:

info@ncc-agent.com

Or call us at 1-800-695-0280



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