



**National Contracting Center**

*Your Senior Insurance FMO*



# How to Answer Objections Over the Phone

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## How to Handle Objections Over the Phone

Are you trying to pitch and close a sale in the span of one or two short phone calls? Would you like to prepare the respondent of a Business Reply Card (BRC) for a home visit that will allow you to learn about their needs and priorities? Before you place each call, define your objective and intentions. Successful calls always have an established purpose. There are a few basic phone habits that will make any objection received easier to overcome:

### ***Stay natural and conversational:***

Without the subtleties that are shared face to face (smiling eyes, a brow furrowed in concern) many agents become overly formal and less relatable. How can this be prevented? EXAGGERATE - it will help you connect. Make your voice more crisp, clear and friendly than usual. Laugh genuinely, and generously. Be prepared with short, informative “sound bites” about the plan that you want to help them with (These premiums will never increase, your acceptance is guaranteed, and - yes - you CAN designate BOTH of your children as beneficiaries. Does that help?) Allow your client to interrupt you. The goal is to gain and share information- don’t make your client feel like they must wait for you to finish a script before they can ask a question. At the beginning of each call, say, **“I’m going to go over a few ideas, jump in with your thoughts and questions at any time.”** Show your expertise, be willing to check your facts, and stay focused on the plan benefits.

### ***Listen noisily:***

Concern and agreement are easier to demonstrate face to face. Over the phone, your prospect cannot see your head nod. Replace this action with an understanding murmur, **“mmhmm, mmhm”** when they are explaining what is important to them. Say things like, **“okay; great; got it”** or **“what was that; how do you spell that?”** with a MUCH greater frequency than you would in a face to face meeting.

The only way that your interest in their circumstances can be heard is if you *exaggerate* these caring sounds and phrases. Help them hear what they would normally *see*. Let your client know that you are taking notes by flipping a page loudly and verifying a piece of information (current premium, Doctor’s last name.) Repeat what you heard your client say- help your client feel understood, and that you have **documented** their needs. Prospects will respond best if you treat their objections as questions and seek a resolution. Be sure they realize you understand their background and needs.

### ***When the objection is made:***

Respond calmly. Say things like, **“I’m glad you asked...”** and use the opportunity to show your expertise in the business. If you don’t know the exact answer to their question, provide supporting facts that you are confident in, and *then* ask for a moment to research your materials. If you’ve used the basic phone habits above, a good rapport has been established.

Say, **“Let’s talk through this. I’d like to back up and share with you why these plans are set up the way they are, and exactly when you receive a benefit.”** Adjust your pitch to address their concern, and make your case again. Say, **“Do you have a pencil and paper? Jot these numbers down, please- I want you to see where your savings will begin.”** Provide monthly/annual premiums, and show spending in the right area can save them. Be sure to weave in examples of how the program saved your other clients money.

### ***Objections from current clients:***

Current clients have inherent trust in you. This does not mean they will purchase every plan you suggest. When calling a current client, first build value in the bond you share. Make sure they are satisfied with what you previously sold them. Let your clients know that you were thinking about THEM, and that the plan you want to talk about has features that will fit one of their previously identified needs. Your client should be flattered that your concern for them didn’t end with your last conversation, and therefore open to your pitch. If your existing customer likes what you have to say, but hesitates when you ask for the money, remind them of the last time they bought coverage.

**“Weren’t you relieved when we found a way to reduce your health plan spending by about \$2,300? I remember how big your smile was! What we’re talking about today will *also* bring you piece of mind. The cost is low compared to the value. This plan has you spend about \$30 a month, but it will prevent you from ever paying a hospitalization copay out of your own pocket. This would have saved you another 2,000 if in force when you had that heart trouble a few years back. You can protect against future risk...”**

Base your presentation on what you know about their lives, and remain the person that keeps their best interest at heart.

### **Objection from first time prospects**

You received a referral from an existing customer that has a \$100,000 face value whole life plan with you. What a compliment! You are told that the referral is an insulin-dependent diabetic that suffers from hypertension and anxiety. Your preferred life insurance provider will allow you to sell by mail, and will accept this combination conditions, providing “day one” coverage. The information that you have about the new prospect is not information the prospect provided you. Use your knowledge wisely, and keep in mind that the new contact may not be expecting your call. Be friendly - forgetting to build a unique rapport is a common mistake among agents speaking to a potential customer.

Show all new prospects that you are professional, insightful and caring by properly introducing yourself and your role in our business. Be sure that the new prospect knows you maintain high client confidentiality standards. Talk generally about the protection life insurance provides the living, and why it is important to take responsibility for having coverage.

What do you do when the prospect wants coverage, trusts you... and expects a higher face value than what they qualify for? If the prospect states that they want the same 100,000 face value plan that their (healthier loved one has, or nothing at all what do you do? Say, "When you talked to me about your children, I could hear your love for them in your voice. You do your best for them every day, and you want to keep them as comfortable as possible.

"When you shared your daily health challenges with me, I couldn't help but admire how upbeat and selfless you seem. I was also relieved that I could offer you the 50,000 benefit we just quoted - in years past, insurance companies weren't so eager to accept those in diabetic treatment. In fact, many companies still don't issue the day one coverage that this plan can provide you. No physical, no bloodwork- no additional needles- we know you qualify based on the health questions you just answered. Secure this coverage today, and know that your family will have a financial buffer zone if anything goes wrong tomorrow - complicating risk factors disqualifying you from coverage, and accident... Let's talk again about just how far \$50,000 goes..."

Gently align their eligibility with their needs, and you will soon be submitting their signed application.

### ***Objections to appointments:***

You've invested in your business, and purchased a lead mailer. When the BRCs start to trickle back in, you can't wait to calculate your return on investment and see your commissions increase. Unfortunately, you are receiving **requests for information** in the mail, not signed applications from brand new customers. For many agents, the first step in converting a lead in to a sale is setting the appointment. Do you set your own appointments?

Most independent agents have heard the famous line, "I didn't fill anything out, I don't know what you are talking about." When placing calls to earn appointments, keep it simple. Identify yourself in a clear, informative way- express your role as a service-focused advisor in your introduction.

State that face to face meetings are the most effective way to fact find and complete a thorough needs analysis. State that many of your clients have been surprised that you found them several hundred dollars in annual health plan savings. Focus your language on the prospect's potential gain.

Say, "I'd like to meet and confirm that your current coverage is the best choice for you. If you are on the most beneficial plan, we won't change a thing. If you're not, we can cover some affordable options. I called today because of an information request - this call is about you, and the goal is to help you eliminate any confusion about the health plan options you have.

Why don't you start a running list of the questions for me to answer? I can be out to see you as soon as Tuesday. Does Tuesday seem like a good day for you? We can take a look at how your insurance stacks up to what other people in Lincoln County are covered by." If your client insists that they didn't complete a request for information, say cheerfully, "Well... maybe you didn't. Does anyone try to help you make these decisions... even if you don't want their help? (Prospect may laugh a little.)

"I've got a yellow card with your name printed on it, and someone had to write in your phone number, or we wouldn't be talking. I see you're off of Poplar Avenue. Next week I'm planning to pay a visit to a customer who also lives out that way. Let me drop by for a moment, and I'll let you take a peep at this handwriting, and maybe you can figure out who was trying to get you some help. I can also leave you with a quote for the lowest price comprehensive health plan in your part of town. You're 67, right? (Listen for agreement.) What about Tuesday?"

Gain consent to go to the door, and be prepared to give a full presentation upon arrival. If your prospect is open to conversation, but wants pricing without product knowledge, stay firm. Tell your prospect that there is a lot of printed information, and that you want to focus what applies to them, and be sure insurance terms make sense to them. Say, **"Insurance companies don't allow agents to highlight or shorten the materials, but they do train us to find out what matters to you. After we review your needs, I can point out exactly what will help save you money and cover your questions in greater detail."** Don't be goaded into pitching the plan over the phone if your goal is to share the benefits face to face.

## **More Helpful Resources from National Contracting Center**

We hope you found this helpful. Here are more free resources to help you succeed.

### **Medicare**

[How To Do A Medicare Advantage Needs Analysis](#)  
[Why You Shouldn't Door Knock Medicare Supplement Plans](#)  
[10 Mistakes Medicare Insurance Agents Make](#)  
[The Four Phases of the 2018 Medicare Part D](#)  
[Medicare Quote Engine](#)

### **The Insurance Business**

[Shop Senior Insurance Carriers and Products in Your State](#)  
[5 Biggest Expenses Independent Insurance Agents Experience](#)  
[How to Use Facebook Ads to Boost Your Insurance Sales](#)  
[The Difference Between Pre-Paid Funeral Insurance and Final Expense Insurance](#)  
[5 Signs You're Dealing With A Snake Oil Salesman](#)  
[Fill Out This Form to Contract With Any of Our Carriers](#)