

Conservation

Conservation begins with the presentation. Incorporate phrases such as “I’ll always be your agent regardless of where you go” and “It’s important for people to see who their agent/representative is, especially when you’re talking about 30 years or more” into your presentation.

After the application is done and also when policy is delivered: “Remember I will always be your agent and you have chosen a great product as well as a great company. If anyone ever tells you they have something better or you get information that is in the mortgage protection arena, just call me. That’s what I’m here for. Much like your tax professional, I am your insurance professional and will review everything with and for you.”