



USA S.U.C.C.E.S.S. KEYS





Overview

1. MEMORIZE AND USE OUR ORGANIZED SALES TALKS
2. USE THE PROPER INTRODUCTION
PRESENT PRESENTATION POWERPOINT AND USE NAMES PROPERLY
DON'T BE TOO SERIOUS. . . (SMILE - USE HUMOR)
3. TALK IN A POSITIVE, ENTHUSIASTIC TONE OF VOICE
4. USE THE PROPER CLOSE: LEAD EDUCATORS TO A DECISION NOW!
5. ENROLL EDUCATORS SYSTEMATICALLY
 - a. Go to Principal - Center of Influence (request permission to work the school)
 - b. Go to Build Representative (establishing working relationship)
 - c. See All Educators in the Building
 - i. Use cards to see existing policyholders' one on one first. Then Sell updates and additional products.
 - ii. Group meeting (Faculty meeting)
 - d. Go Room to Room (Planning Periods)
See each and every Educators
Summer Month – Summer School, House call, Starbucks, etc.

Our experiences through the years prove that following our Success System and using the Success Keys are the more effective way to consistently earn a high income. Our system is based on the functioning of the human mind. It is simple, easy to learn and employ, and most of all ...EFFECTIVE! Learn and employ all the principals contained in the Seven Key and you will be guaranteed SUCCESS.

SELL:

Paycheck Protection (Disability) Accident/injury Plans, Critical Illness Plans, Group Whole Life
etc.,
AND UPGRADE EXISTING PROGRAMS
SYSTEMATICALLY



Key #1 (S)

MEMORIZE AND USE OUR ORGANIZED SALES TALKS

Great sale people and sales organization can always be traced back to one common denominator- a great sales talk memorized and used word-for-word by the dedicated salesperson. Our company relies on the use of an organized sales talk for many reasons. Listed below are reasons why key #1 is so important:

1. It eliminates misrepresentation.
2. It will build your prospect ' confidence in you.
3. It will build confidence in yourself. (no guess work about what to say, how and when to say it)
4. Generates consistently large incomes.
5. Gives you a proven track to run on.
6. Will win you more awards.
7. Takes the pressure off the salesperson and places it on the system (which has been effective since our company was founded).
8. Virtually eliminate all interruptions.

List some other reason for key #1 that you think of below:

Always remember, people want to do business with a professional. One sure sign of a professional is that he/she never stumble for words while giving a sales presentation. When you memorize and use our organized sales talk, it will help you to best present our benefit program, and close properly, earn a large income and win awards.



Key #2 (U) USE THE PROPER INTRODUCTION

A proper introduction does seven things. The reason for its importance is it sets the tone of the entire presentation.

1. It should tell who you and your company are.
2. You have authority to be there.
3. You are currently doing business in that school district.
4. Take any sales pressure off the prospect (at this point).
5. Leave them wondering if they can be included during open enrollment. The “FOMO” factor
6. Show names and use inference.
7. Create need and give reasons why they should enroll now.



KEY #3 (C)

PRESENT POWERPOINT PRESENTATION AND USE NAMES PROPERLY

When you give a sales talk, it is imperative that your prospect be able to see the The PowerPoint presentation. Therefore, make a concentrated effort to seat the prospect where you can best make the sale. (Ex. desk, table, etc.) Always have your computer directly in front of your prospect where it can be easily seen. When you say a word that is on the Powerpoint slide, point at that word directly with a presenter pen from the top down. Make sure you have presenter pen is connected to your computer, so you don't lose it. In positioning yourself with the prospect make sure you have easy access to your computer so you can show names and get to your E-applications with ease.

Three P's

1. Proper eye contact
 - See two forces of the eyes (see page 33)
2. Proper seating/positioning
 - a. 45 degrees
 - b. Eye level (never talk downward to a prospect)
 - c. Selling Condition
3. Proper pointing/precision pointing
 - Point from the top down to each word you are saying.

One of the often overlooked but most important principle of selling is the fact that 80% of people buy off the influence of others. Therefore, the more names of people enrolled in our plans you show, the better your odds of making the sell are (about 80% better).



KEY #5 (E)

TALK IN A POSITIVE ENTHUSIASTIC TONE OF VOICE

Unfortunately too many talented people enter the sales industry for a period of time with high goals and high expectations for the future, only to have their hopes dashed far too soon for one reason. Their sales training failed to teach them to speak rapidly and in an enthusiastic tone of voice. Enthusiasm breeds excitement and excitement makes sales.

The only link a prospect may have to any level of excitement during the day may be around you (YOU- the USA team member visit to their classroom). Your emotions and enthusiasm (high, low or lack of) is perceived and transferred to the prospect. Once in the field you will realize a big part of selling is the transference of feelings. Therefore, if you're excited about your product, and show how it can be of benefit to your prospect, they become excited and enroll.

Selling is based on the function of the human mind, so is our sales presentation. To be excited and make sales, act excited when you sell.

USA TEAM MEMBER NOTES SECTION



KEY #6 (S)

USE PROPER CLOSING: LEAD TEACHERS TO A DECISION NOW!

The #1 reason most sales are lost is because the salesperson forgot to **close properly** and **ask for the sale**. Sounds crazy, but many salespeople fall prey to it every day. So you give a great sales talk full of enthusiasm and personality.... if you forget to ask for the sale, you've just practiced your sales talk and cost yourself money. Always ask your prospect to buy. An effective way is by saying, "So of course I would like to include you and your family in our enrollment along with all the others, Okay? /May I?" (Smile and Nod your head)

EVERY TIME YOU GIVE A SALES TALK THESE 5 THINGS MUST TAKE PLACE DURING THE CLOSE, OR YOUR CHANCES OF MAKING THE SELL HAVE GREATLY DECREASED.

5 POINT CLOSE

1. Maximize the Benefits-
Everything now (mention a few benefits such as guaranteed issue during open enrollment, maternity benefits, on and off the job protection, portable benefits, family member can be included, return of premium etc...)
2. Minimize the Cost-
The best part about our programs and what most teachers like best are the rates (never say or mention cost rather investment/protection) or just a few cents a day...etc. (Protect your salary to less than coffee, television cable, etc.)
3. Show Names, Names, and more Names-
Romance the names by telling and showing why each person enrolled
4. Qualify-
Remind client this is Open Enrollment for their school
5. Close and Stay Closed-
So of course I'd like to include you and your family in our enrollment along with all the others. May I?



KEY #7 (S)

ENROLL TEACHERS SYSTEMATICALLY

80% of people buy on the approval of others. So if the odds are stacked that much in your favor ... Show names, names, and more names. USA's system of marketing by working with the center of influence first, then seeing each and every employee, is one of the secrets to your continued success.

- A. Go to the principal – center of influence -- (see meeting the superintendent page 88)
- B. Go to the building representative
- C. See teachers (policyholders first for add-ons and additional product sells, then use their names for inference as you continue your sale calls throughout the day.)
 - 1. One on one
 - 2. Group meeting
 - 3. Virtual meetings
- D. Go room to room (planning periods)
- E. See each and every employee (teachers, teacher aides, administrators, counselor, etc.)

USA TEAM MEMBER NOTES SECTION
