



INFORMATION PRESENTATION TO PRINCIPAL **(THIRD PARTY PRESENTATION)**

(To be used with Superintendents, Principals and Associations)

The "Third Party Presentation" has proven to be a highly effective sales technique with Superintendents and Principals. It gives us the opportunity to give our sales presentation to them directly but with no indication on our part that we are trying to enroll them.

After you have opened the District or School - proceed with the "Third Party Presentation ":

"Mr. /Mrs. Superintendent, one of the things we always do with each administrator is to take a few minutes to familiarize you with exactly what we are making available to your employees. We like to do this for two reasons. First of all, we obviously want you to be informed. Secondly, we know from years of experience that if any of your staff ever have any questions, we know who they are going to come to."

"Would now be a convenient time to do that?" (If he/she says "No", arrange a time that would be convenient for him/her.) If he/she says "Yes", continue with the standard presentation using "third party" phrase such as "your employees", "their families", "them", etc.: (DO NOT use: you" or "your" during your presentation.)

"This program protects each employee and their family from the loss of their paycheck due to an unexpected accident or illness. (Continue with standard presentation.)

CLOSE: "There is no physical examination required during open enrollment. All we ask each employee is their address and the coverage is guaranteed issued. All the benefits – through our group discount program. How does that sound to you?" (If the administrator ' response is, "What are the health questions?", then you know that he/she is interested. Continue and ask him/her **how much does it cost** and enroll him/her.)

If his/her response shows no interest, then he/she is most likely not interested. If this is the case then say, "As I mentioned earlier, we certainly want you to be informed. **Please keep our brochure** for your convenience and we'll see you before we leave. Thanks a million." (Leave)

USA TEAM MEMBER NOTES SECTION
