



HOW TO HANDLE INTERRUPTIONS

The objective is to complete the enrollment talk and show the enrollment plans without interruption. The best ways of avoiding interruption are:

1. Talk in a positive, enthusiastic tone of voice
2. Use proper eye contact –Use the powerful directing and magnetic compelling forces of the eyes to your advantage.
3. Use precision pointing. Point and look at the words as you say them.
4. Take control of the interview with proper positioning.

Interruptions can be classified in two categories

1. WHEN THE PROSPECT INTERRUPTS

a. QUESTION OF INFORMATION

Answer it briefly, get back to the enrollment talk.

Example: "I'm glad you asked, I'll show you. OR "I'll show you in a moment."

Example: "I'm glad you asked, that's why so many teachers are enrolling (give reasons or answer question.)

b. INTERRUPTIONS TO STOP YOUR PRESENTATION

1. TO: "Is this insurance?"

ANSWER: "I'm glad you asked, yes it Group Voluntary Benefits, which have been endorsed by your union, this is our specialized program to protect you, protect your paycheck and your family ...Here I'll show you."

2. TO: "I've got hospitalization."

ANSWER: "I'm glad to hear it...because nearly every teacher I enroll carries hospitalization, however, our program **pays for non-medical bills such as food, utilities etc.** Now as I was saying..." go back to focusing on the presentation.

3. TO: "I'm not interested."

ANSWER: A lot of people, Mr. A, Mr. B, Mr. C, (thumb through names) felt the same way until they saw **that they can carry all the Special Features of our program.** I'll show you."

4. TO: "I don't have much time."

ANSWER: "I'll show it to you in a hurry.... if you want it, all right...if not, all right...As I was saying..."

5. TO: "An irrelevant statement."

ANSWER: "I didn't know that...well, as I was saying..."



2. OUTSIDE INTERRUPTIONS-

Students, another teacher, etc.... Team member takes the initiative, breaks eye contact, turns from prospect with suitable comment. Example: "Go ahead, I'll wait" ...Team member should be alert when the conversation is about to end. Again, he/she takes the initiative and continues the sales talk with, "All I was saying..."

IMPORTANT

Incorporate a physical action while using interruption stoppers. Break eye contact put your head down as soon as possible and turn back to the PowerPoint presentation. Always assume that the prospect says "Okay" or "Go Ahead " ...Don't wait for a response.

QUESTIONS OF INFORMATION

When a teacher asks a question of information, they are showing a sincere interest in the program. They will probably enroll if the question is answered to their satisfaction. Questions will either be asked during or following your presentation.

1. **DURING PRESENTATION:** Avoid interrupting your presentation and use an appropriate interruption stopper or a short reply: and return to your presentation. (Unless the teacher shows interest to enroll at that time.)

For Example: Prospect: "Does that protect me after I retire?"

USA Rep: "I'm glad you asked. ***That's one of the many reasons we are recommended and have such a large enrollment,*** it certainly does! As I was saying. . .

2. **FOLLOWING PRESENTATION:** When it is fairly obvious to you that a prospect is directed toward enrolling in the program, give them the help they need to make a positive decision. A qualified "Yes "is usually detected from a question of information the prospect has asked following the presentation.

USA TEAM MEMBER NOTES SECTION
