SOCRATES' SUCCESSFUL METHOD

Socrates was a famous Greek Philosopher. He's credited with developing a basic method of persuasion used by great orators, debating teams, politicians, attorneys, and successful salesmen. His method is a very effective means of presenting the benefits of our program and makes it highly attractive to the prospect and encourages them to buy.

"IF YOU WILL ASK A QUESTION OR SERIES OF QUESTIONS TO WHICH YOUR PROSPECT WILL READILY AGREE, AND THEN ASK THE CONCLUDING QUESTION BASED ON THOSE AGREEMENTS, YOU WILL FORCE THE DESIRED RESPONSE."

EXAMPLE:

USA REP:	Mrs. Jones, doesn't this sound like a wonderful plan though? **Whatever you decide to do is fine by me…**
PROSPECT:	Yes.
USA REP:	Mrs. Jones, you can wait, and I can wait, but sometimes critical illness doesn't wait. Isn't that true? (nod)
PROSPECT:	Yes, that's true.
USA REP:	This year might be the only time in your life you'll ever need this program, so why take a chance. What better way to invest a few cents a day to protect you and your family from those things that happen the most, cost the most and last the longest. Let's get you and your entire family enrolled today, along with all the others during your schools open enrollment. Do you see what I mean? ***Shall I go ahead and get you included?***
PROSPECT:	Yes.
USA REP:	That's why I'd like to include you in our open enrollment along with all the others…Okay? (affirmative nod) Shall I include you?

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