

How To Break Through The 5 Most Common Health Insurance Sales Objections

*Scripts and Tips To Help You
Increase Your Closings*



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How much would a one-percent (1%) boost in your close ratio increase your income this year?

If you handle only 100 leads a year, increasing your close ratios by one-percent gives you one extra closing — and one extra commission check. If your office works on 1,000 leads a year, a one-percent increase gives you 10 more commission checks ... or almost \$5,000 for most agents.

Sounds good so far? Well, there's a quick and simple way to increase your sales without increasing your marketing expenses — just increase your lead conversion rates!

Now before you say "that's easier said than done," try thinking about what's keeping you from closing more of your leads — and how you can eliminate some of those obstacles.

For most agents, the biggest obstacle to higher close ratios and more sales are sales objections that most of your prospects will inevitably throw at you.

If you find yourself in that same boat, then this whitepaper is for you. We'll review the five (5) sales objections that all health insurance agents face.

- 1. Cost** – "I don't think I can afford that..."
- 2. Too busy** – "I don't have time to talk right now..."
- 3. Just shopping** – "I'm still comparing my options..."
- 4. Indecision** – "I'm not sure..."
- 5. Lacks spouse's permission** – "I need to discuss this with my wife/husband/partner..."

More importantly, you'll get practical tips for breaking down those objections.

Have a Basic Sales Process In Mind Before You Call

Before you overcome sales objections, you need to call the lead. Before you start handling any leads, however, you should already have a basic sales script.

Remember that the goal of every lead call is to close the sale. Your script is your vehicle for taking you to that goal as often as possible, using proven and effective sales principles.

Your sales script should fit your style. However, you need to make sure that it follows a simple process that GUIDES prospects to a close. You're not just shooting the breeze with prospects. You're trying to close a sale!

That's why your basic sales script should have the following elements:

- **Qualifying.** Ask questions that will help you frame your product recommendations.
- **Customer concerns.** Make sure you listen to and understand the prospect's needs, demands, goals and concerns.
- **Trust-building.** Give prospects a reasons to trust you, beginning with your full name and including your educational resources, experience and customer testimonials.
- **Logical flow.** Remember that you're trying to lead them to an application as efficiently as possible.

Why is this important?

As you'll soon see, the basic framework for handling sales obstacles is to address the underlying fears and bring them back to your basic sales process. But to do that, you'll need an effective sales process — beginning with a script.

Objection #1: Cost

Common variations...

- Insurance just seems out of reach...
- That's more than I expected...
- That seems kind of pricey...
- I'm not sure I can afford that...
- That's way beyond my budget...

Keep in mind...

Either they can't afford it and will need a lower-cost alternative. Or they can afford it, but you haven't convinced them that they're getting the right value for their money.

If it's the latter, then you need to get them into your multi-plan quote engine, so they can compare plans side by side ... and see for themselves which plans offer the best value for them.

To get them into your quote engine, stress the fact that there's no need for any up-front payment and that you can find a policy for practically any budget.

If you don't have a multi-carrier quote engine at your disposal, you'll need to stress the value and the fact that they're not charged right away. You may also need to mention the bigger cost of not having the right insurance coverage.

Recommended script...

"The good news is that there's no application fee and you are NOT charged today. PLUS, you can choose from a variety of plans and pricing that you feel comfortable with... all I need is some basic information ... LET'S GET YOU STARTED ... AND YOU SAID YOU'RE REALLY HEALTHY CORRECT?"

[Return to basic script...]

Objection #2: Too Busy

Common variations...

- I have to step into a meeting...
- This isn't a good time...
- I've got a hundred things to do right now...
- Can you call me another time...

Keep in mind...

Sometimes, they really may be too busy. Many times, however, they're just trying to get rid of you.

If you're talking to a real-time search engine lead, chances are that they may be the latter — especially if you call the lead soon after you receive it. They just searched the web for health insurance and typed in their information to speak with an agent. They want health insurance... they just may not be convinced that they want it from you.

The featured scripts below will help you determine whether or not they really are too busy. If they are busy, make sure to schedule a time to follow up!

If they take the time to listen to your script, they may not be. In that case, you should probably stress the fact that you can complete their application quickly and that it will actually save more time doing it now.

Recommended script...

"We'll have this done in less than 5 minutes over the phone; and you will NOT be charged today. Also, you'll actually save more time by doing it right now, because you'll no longer have agents calling you day and night. HOW WOULD YOU LIKE YOUR NAME TO APPEAR ON YOUR INSURANCE CARD?"

Or...

"I understand you're busy. Me too. But I just need to know which plans I can send out to you. I'm looking at about 100 plans in your area. HOW IS YOUR HEALTH?"

[Return to basic script...]

Objection #3: Just Shopping

Common variations...

- I'm still doing my research...
- I'm comparing quotes right now...
- I'm not ready to decide just yet...

Keep in mind...

You've got a genuine shopper. And right now, this prospect is YOUR prospect!

This prospect isn't speaking with any other agent at this very second. He's talking to you. More importantly, you've got an invitation to persuade him that he should buy from you.

Stress the fact that you can help them shop and that your carriers are the best for what they're seeking. Again, it will help tremendously if you have a multi-carrier quote engine — that will help them shop and compare different plans.

Recommended script...

"Good, we prefer educated shoppers here at _____ Agency. You'll be pleased to know that all our carriers are A+ Superior-rated companies. And with our multi-plan quote engine, you can compare plans side by side—so you can do your shopping in one convenient site. WHEN WOULD YOU LIKE YOUR POLICY TO START?"

[Return to basic script...]

Objection #4: Indecision

Common variations...

- Wow, this is too much to consider...
- I'm not sure which plan is best...
- This carrier/plan sounds good, but I'm just not sure...
- I don't want to rush such an important decision...

Keep in mind...

Again, you've got genuine shoppers on your hands. You just need to help them with their decision-making process.

Use guiding questions that will help them prioritize or compare. You'll have to walk a balance between reassuring them that they can change their mind later and prodding them on the importance of locking in their rates now.

Sometimes, however, they've already made up their minds about the plan. They're just not sure about YOU. That's why many top producers use an email autoresponder.

An auto-responder can send a welcome email message to the prospect as soon as the lead hits your system. That message can invite them to review your online material and use your quote engine without feeling any pressure. It can also introduce you (along with testimonials from satisfied clients) to build trust even before you call!

Recommended script...

"What 2 things are on the top of your priority list of insurance coverage? Out of the 2 (or 3) policies I quoted — if you had to pick one — which would fit your needs the best?
... I AGREE – THAT WAS MY PICK AS WELL ... I JUST NEED SOME BASIC INFORMATION, AND WE'LL BE DONE IN LESS THAN 5 MINUTES ... IS YOUR NAME SPELLED...?"

[Return to basic script...]

Objection #5: Lacks Spouse's Permission

Common variations...

- My husband will want to take a look at this...
- I need to run this by my wife/husband/partner..
- My spouse is going to have the final call...

Keep in mind...

Although you need to persuade two people to eventually close this sale, the person currently on the phone is your primary target. If you get that prospect on your side, there's a good chance you'll have an ally when trying to sell the spouse or partner.

You'll eventually want to get details about the other person's concerns, while you ensure that this primary shopper is sold. But at this point, you'll probably want to focus on bringing them back to your basic sales process.

Start by reiterating the fact that they'll get copies of everything and have the right to cancel the application if the other person doesn't like it.

You may even want to anticipate this question earlier in the process... as soon as you learn that there will be another person on the policy.

Recommended script...

"No problem. You'll be receiving a copy of everything by email and postal mail as soon as we're done with these preliminary steps ... so if your husband/wife wants to go over the documents, they'll have everything... WHY DON'T WE GET THIS OFF YOUR TO-DO LIST RIGHT NOW? CAN I CONFIRM WHICH ADDRESS YOU WANT YOUR WELCOME KIT TO BE SENT TO? IS IT _____?"

[Return to basic script...]

3 Reasons Why These Tactics WON'T Work For YOU...

These scripts are used by the top producers in the health insurance industry. They work for them, and they can work for you.

But there are three potential reasons why they may not help you become a top producer:

- **You don't bother to practice them**

Your next sales call shouldn't be the first person to hear you try out these new scripts. Feel free to customize the lines to fit your style. But you should memorize your lines, so you never have to struggle to remember them. Then take the time to practice them with a colleague or friend. Keep practicing until the scripts come out naturally. You may even want to consider taping your script to see how you sound. Every lead you pursue is an investment in your business.

- **You don't believe**

First, you have to believe in your product. If you don't believe that you're delivering a worthwhile product, most prospects will quickly pick up on your doubts. Secondly, you also have to believe in yourself... especially in your sales ability. Some people are born with it. But remember that most of the top sales professionals actually learn their sales skills through experience and training.

- **You don't use it**

These scripts are powerful tools. But they'll never help you if you don't use them. Remember their purpose: to keep your prospect on track toward a sale. As soon as you've addressed the obstacle, jump back into your sales flow. Don't linger on the objection. Address it, then put it aside and move forward.

Again, however, a lot of the work that goes into being an expert at overcoming sales objections happens before the call. You need to have a good sales process and effective scripts before you call your lead.

But even before that, you need **high-quality health insurance leads** to connect you with genuine shoppers.

7 Reasons Why ASAP Quotes Is The #1 Source For Internet Health Leads **Premium and Exclusive Search Engine Leads** **The Way You Want Them**

"Out of the blue I found ASAP Quotes, and they restored my faith that at least one organization out there is the real deal...They are clearly the highest rated lead service in the industry, and I will give anyone \$100 cash if they can show me better."

- Ronald J Serino PhD, Health Insurance Brokerage

At ASAP Quotes, our commitment to customer service begins with our high-quality health leads and our policy of giving you full control over your leads:

1. NO Contracts

You're free to get the leads you want when you want them.

2. NO Minimum Requirements

You have total control over your lead flow.

3. ONLY Search Engine Leads

Our prospects are active health insurance shoppers.

4. Free Filters

We automatically filter uninsurable candidates at no extra cost.

5. Exclusive Leads

Avoid the competition and get higher contact rates!

6. No Incentives

We never "bribe" consumers with gifts or prizes to fill out a lead.

7. Hot, Fresh Leads

Reach online shoppers while insurance is still on their minds.

Sign up with ASAP now and experience the difference that quality health insurance leads and dedicated service can do for your bottom line. For more information, visit www.ASAPquotes.com or call **1-866-813-5263**.