

AccuAgents

M.O.P.F.I.

Make Other People Feel Important

The Secret to Successful Sales & a Successful Agency

This guideline can be used to help train new employees in the proper ways to greet, qualify, demonstrate & close sales using Accu-Auto Systems

Good luck & Happy Sales to You!

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Make Other People Feel Important

Make Other People Feel Important is the sales tract my friend Don Legacy has used in businesses of all types from selling bankrupt condominiums in Florida to setting new records for sales in the insurance business. At my request, Don put his sales theories into print and customized them to suit the needs of the Independent Agency.

Legacy Insurance Sales Training / Quote Sales Tract

When quoting by telephone, you always have two objectives, and only two. They are:

1. To get an appointment for your customer to come to your office.
2. To have them bring their money to buy a policy that will allow us to make a profit by selling.

There are no other objectives. We only educate the buyer if he makes us. We always move forward assumptively to our goal - the appointment with a buyer who brings his money to buy a policy and we make a profit.

The following outline is for the quote-selling tract:

GREET

Purpose: To relax your buyer, gain his trust, and give him a reason to answer your questions.

Methods:

1. Smile - in your voice and on your face.
2. Move-in Momentum
3. Engage in some non-business chatter.
4. "Thank you" for calling.
5. **M.O.P.F.I** - use their name, ask questions about them, and compliment them.

QUALIFY

Purpose: To determine your customer's needs and to sell the company and yourself.

Methods:

1. Ask what, when, who, where why, questions.
2. Use your "Sell the Company" statement.
3. **M.O.P.F.I**

DEMONSTRATE

Purpose:

1. To gather information to properly write the policy.
2. To run the quote.
3. To show the buyer how he benefits from buying from you.

Methods:

1. Use the Comparative Rater - Not Memory!!
2. Be personal, not sterile. Do not use insurance "lingo".
3. Be thorough.
4. Narrow to 3 choices of companies
5. Narrow to 1 choice of company
6. Get their agreement that it "suits their needs".
7. **M.O.P.F.I**

CLOSE

Purpose: To get the buyer to come in with his money and buy insurance from you.

Methods:

1. Always ask for the appointment.
2. If not, why? Handle why, then:
3. Ask for the appointment.
4. **M.O.P.F.I**

M.O.P.F.I.: ...

The SECRET of a Successful Agency

THE GREET

Sales are lost most often right here, in the beginning. Most insurance salesmen are sterile, boring; unfriendly, and impressed with how many "insurance lingo phrases" they can spit out in a single, 3 minute call. Good salesmen remember that people buy only when they:

- a. Have trust and confidence in the salesman and the company.
- b. Are satisfied they have shopped enough (eliminated alternatives.)
- c. Believe the product "suits their needs".
- d. Give the salesman their money.

If you do not greet your buyers properly before "pitching" your products, you are simply an information device, like a brochure without pictures over the phone; no better than a 1-800 number with a recorded message.

You must get your customer involved with you emotionally to get answers to your questions. Be nice and show interest and empathy for him and his needs.

When greeting by phone, you must demonstrate to your buyer that you care about him and have interest in him. Ways to demonstrate your caring are:

1. To smile - be cheerful and friendly.
2. Make them feel important - use their name, talk about them.
3. Talk on their level.
4. Make what is important to them, important to you.
5. Be sincere.
6. Ask questions, and then listen.

By being this kind of person, your buyer will have faith in you and confidence in our company. Remember, when your buyer called he expected a "Salesman", and "Salesmen" are:

1. Too busy to waste time.
2. "Grabby" - trying to take something away.
3. "Techno-talkers" And they:
4. Only care about the sale.
5. Do not care about the buyer.
6. Couldn't care less about another person's problems.
7. Ask personal questions without getting to know you.
8. Will do anything to get your money, so they will:
9. Lie.
10. Mislead.
11. Bully.
12. Act like a low-life.
13. Talk too much.

Ask your questions with interest. When your customer gives you personal information, talk about it. If your customer tells you something that interests you, talk about it. For example, if she owns a Porsche and you like Porsches... talk about it!

As you obtain your answers, document the personal information as well. People feel important when you remember what they say and they like to do business with people that make them feel important.

As professional salespersons, we do not do those 13 things because we know they are not only rude and careless, but that we also have to take the shortest, most complete route to successful selling.

Steps of the Phone Greet

The steps of the phone greet are:

1. Personal small talk using the buyer's name - "Hi, (Mrs. Jones), how are you today?"
2. Introduce yourself -
3. "That's (great), Mrs. Jones. By the way, my name is (Steve Smith)."
4. (P.S. - If Mrs. Jones says, "I feel rotten", don't you say "that's great!")
5. If your customer wants to talk - you talk. But talk about the customer, not you, and be interested. If you cannot be interested in your customer, go home!
6. Thank-you -
7. "(Mrs. Jones), I want to thank you for calling Werethebest Insurance for your insurance needs."
8. Determine if they already are our customer -
9. "Are you currently insured through us?"
10. (If yes, ask what we currently insure for them. Ask if they are happy with their current coverage and company or if they want to change. Talk to your customer if he wants to talk.)
11. Move to the qualify -
12. "Mrs. Jones, how can I help you today?"
13. "When does your current policy expire?"

Notice that each step shows interest, concern, asks for her opinion, and asks questions. We are not acting like a "Salesman".

A proper Greet can take only 15 seconds or several minutes - depending upon the customer. When he is relaxed with you it shows that he has some confidence that you will help him, not push him.

Only when your customer has confidence in you will he answer your questions honestly and give you a commitment.

THE QUALIFY

Qualifying involves asking questions, some very personal of your customers. When properly greeted, they want to answer your questions because you will find the policy that best "fits their needs."

Qualifying by phone requires a simple, straightforward action plan that moves you into your demonstration. This is the easiest phase of your sales tract because it only has two parts:

1. Discover what they need and move to the quote process.
2. Sell the company.

Because you properly greeted your customer, he will believe you when you "sell your company" and be ready to answer your questions honestly.

You have asked what your customer wants and she has told you. Discuss this issue only as much as necessary!

In preparing your "sell the company" statement, you need to tell your customer something about the company that is important to HIM. Examples may be:

1. • How long in business
2. • Size of company
3. • Companies represented
4. • Service
5. • Price
6. • Satisfied customers
7. • Number of companies
8. "What specific coverages do you want?"

Then: "(Mrs. Jones), since 1978 Werethebest has been giving outstanding service to its customers. In that time, we have developed a selection of insurance companies that can best fit any customer's needs. If I can get a little information from you, we'll find which company is best for you, o.k?"

The Ultimate Accu-Auto Quote

Greeting: A proper Greet can take only 15 seconds or several minutes - depending upon the customer. When he is relaxed with you it shows that he has some confidence that you will help him, not push him.

1. Good morning/afternoon (Salutation)
2. Werethebest Insurance (Identify the agency)
3. This is _____ (Identify yourself)
4. How may I help you? If the caller is asking for a quote on automobile, then say:
5. In order to get a best rate and services for you, I will ask you some questions because we represent different companies. Is it OK with you? (Ask for permission to inquire personal information.)
6. Open Accu-Auto to New Quote

Qualifying

HOW the questions are asked is as important as **WHAT** is asked. Here are samples of getting the correct information.

Do you have insurance on the vehicle now? (If yes) Who is it with? The answer can help steer you to the best company that fits their needs.

If the prospective client is currently insured, you should endeavor to compare "apples with apples" and request what specific coverages are on the current policy. Otherwise, it's a shot in the dark and can result in lack of coverage problems down the road.

Client Info Screen:

7. Are you the owner of the vehicle? Will the vehicle be Titled to you? (If no) To who? The insurance must be in his / her name because you cannot insure something that you do not own.
8. May I have your First name? Last name? (That is how we store quote)
9. May I have your daytime phone numbers, please? (For following up with the caller)
10. May I have the zip code where you live, please? (Ins company quotes the rate based on where you live)
11. Enter your initials in the Producer field
12. How did you hear about Werethebest? (Enter Code in "Source":)
 - a. Y = Yellow Pages
 - b. T = TV
 - c. P = Newspaper Ads
 - d. R = Radio
 - e. B = Billboard
 - f. F = Friend's Referral
13. Then announce "Now let's get a little info on the drivers"

Drivers' Info Screen:

14. Male or Female? (If you can't identify the caller as male or female by the voice, you'll have to ask!) (Different rate for male or female)
15. What is your date of birth? (Rate based on age)

More Tips 'n Tools at www.AgentsFirst.org

16. Are you married or single? (Married person is the person living with his/her spouse, if this person is married but not living with his/her spouse is considered single, single person is more risky)
17. The companies we represent only go back three years when they check a driver's license record. Have you been licensed in GA for at least 3 years? (Ask for license status). If no. Are you licensed in GA? How many Full Years?
18. In the last three years, have you had any Accidents, Claims, and Tickets? (**ACT**)
19. How many other people living in the household are old enough to have a driver license? (Ask for all people who have regular use of the vehicle regardless where they live.) (Rate based on the people who will drive the car.) (If 'yes', repeat 11, 12, 13, 14, 15 & 16). If prospective client applies for insurance, most carriers require the names of all residents 14 years of age or older.
20. Then announce, "Let's get a little info on the vehicles to insure".

Vehicles' Info Screen

21. Do you happen to have the Vehicle ID number (VIN) with you?, [if the answer is NO, "Well, that is OK. We will do it the old fashioned way." Please tell me what year is it? Type? Model? Make? Cylinder? Air bag? Etc.) (Ask for the vehicle's characteristics. Don't forget about Business Use or Leased.)
22. Do you use this car for business or just driving back and forth to work? (If for business use, then ask what kind of business. - business use is more expensive - maybe commercial line if classified as one)
23. What coverages are you looking for? The most common deductible for Comprehensive & Collision is \$500. Higher deductibles mean lower premiums ... lower deductibles mean higher premiums. The expression "Full Coverage" doesn't really mean anything since there is no such thing as full coverage. Unless the prospective customer specifies coverages, in many offices Full Coverage usually means liability limits of 25/50/25 + \$500 deductible Comp + Collision + T&R.
24. Do you have any other vehicle(s) beside this one? (If "yes" Repeat 21-23 for each.)
25. Then announce, "Let's see how many discounts I can get for you".
26. Occasionally the prospective customer's zip code falls into different counties. Ask the caller if you don't know the correct one to choose.
27. Then say: "Let's see how many discounts we can get for you".

Coverages Info Screen

If client has indicated Bodily Injury / Property Damage Liability, Uninsured Motorists or Medical Payments different from that which is defaulted, here's your chance to change the limits.

Many drivers qualify for transfer discount, good student discount 10%, short or no lapse policy, claim free discount, multi-car discount, defensive driver discount + good driving record 10%.

28. Ask, "How many months have you been claim-free?"
29. "Are you currently insured? If yes, how many months have you been insured?"
30. "Do you have proof of continuous coverage?"
31. "Are you a homeowner or do you rent?"

Regardless of their answer, it's an opportunity to plant a seed by reminding them that you also have great rates on homeowners, renters and other housing insurance needs.

THE DEMONSTRATE

Insurance, by its very nature, is confusing, complicated, and scary to people who do not understand. Additionally, the general public thinks insurance is a rip-off, doesn't like being made to buy it and believe that all insurance agents are JERKS (and many are!)

Most insurance producers forget that they provide insurance to amateur insurance purchasers. When they quote over the phone, they try to explain coverages, talk "techno-talk", and prove to the customer how smart he is. Or, in other words, he is the embodiment of his customers' worst fears - he is a JERK!

We must always remember the objectives of quoting business:

1. To get an appointment.
2. To have them bring their money to buy a policy that will allow us to make a profit by selling.

The objectives are not to:

1. Educate the caller.
2. Impress people with our technical expertise.
3. Reinforce their preconceived ideas about insurance salesmen.

When demonstrating, we follow three steps:

1. Use the comparative rater to gather the information.
2. Run the quote.
3. Demonstrate how the policy "fits their needs."

Always use the comparative rater; that's what it is designed for. Do not go from memory because we do not have time to do things twice, and we need the record of what you did.

Remember to:

1. Use M.O.P.F.I
2. Be personal, not sterile or "bored sounding".
3. Be thorough, complete.
4. Use their name.
5. No "techno-talk".
6. Be assumptive.
7. Ask if the total price or down payment is more important.
8. Then narrow to 3.

STEP 1: USING THE COMPARATIVE RATER

By now you should have been following each of the steps and entered the information into the comparative rater.

STEP 2: QUOTE

Pull up your quote on the computer and do not give any numbers until you are sure about their financial requirements.

Remember to:

- Run the quote.
- Include your additional benefits.
- Be assumptive.
- Only explain coverages if they ask.
- Narrow to one.
- Be excited when you give them your quote.
- Don't put them on hold.
- Use M.O.P.F.I

Talk to them about anything while you run the quote. Even if you simply say that you are using the information entered into the computer.

"(Mrs. Jones), the information entered into the computer will find the absolute best buys from my many companies."

STEP 3: SHOW AND TELL

"(), because different companies have different pay plans, is it more important for you to have the lowest cash price, or a low down payment and manageable monthly payments?"

"O.K., I think three of my companies will be best for you. Let me see which one has the best payment plan." Since you narrowed the choices to the magic 3, you must now eliminate two of them. Tell her that while these two have competitive prices, her new company is best.

"Oh, this is great. My three best deals are:

1. \$ (Highest), then there is ...
2. \$ (Next best) and those are pretty good.

But your new policy will have just what you wanted... start it with a low (\$) down payment and (#) easy payments of (\$). Isn't that great?"

Now Shut Up!

If your customer either says yes or says nothing, go to the close. If they raise a question, answer the question (or solve the problem) and go to the close.

THE CLOSE

Closing is the part of selling that salesmen most fear because this is where we ask for the commitment and most salesmen have not prepared their customer to say "yes".

But, because we understand our customer's psychological needs must be met, in order, before he will say "yes", have used "move-in" momentum, and have gained their trust - they will say yes.

Remember the four bases of customer commitment:

1. Identify a need or want.
2. Seek out alternatives.
3. Eliminate alternatives.
4. Act (Commitment).

You cannot reach #4 (the close for commitment) until you have properly moved your customer through the first three. But, when you have properly "traced" your customer and found the product that "fits his needs", it is only logical that he wants to bring his money to you.

Basic Methods of Closing

The basic methods of closing are:

1. Ask for the appointment.
2. If not, why? Handle why ... then;
3. Ask for the appointment.
4. Repeat 1 & 2.

The application of the Basic Closing Methods is simple when you have already Greeted, Qualified, and Demonstrated the product - and you remember:

- To always be assumptive.
- Do not talk too much.
- Do not ask questions if you will not like any answer given.
- M.O.P.F.I
- Smile!

The objective of the quote:

1. To get them in.
2. To make the agency, and you, a profit.

CLOSE

"Based on the info that you provided, this is the amount to get started \$____."

Congratulate and ask for the business. For example:

- a. Does that fit your budget?
- b. How soon do you want to get it started?
- c. When will you be here?
- d. Do you need direction to my office?

"(Mrs. Jones), I am free this afternoon at (Time). Do you want to come in then or (another time)?" (And then **SHUT-UP!**)

If she gives you a time, move to final. If not:

"Mrs. Jones, your current policy expires at (midnight Friday) so we better not delay your application - How about (lunch time tomorrow) or would you prefer after work?" (And then **SHUT-UP!**)

3. If she has a problem, solve it. Then get an appointment.

If you do not get the appointment, ask her why (her objection), handle her objection, and ask for the appointment.

Don't forget, if you got her commitment that your policy "fits her needs"; those objections will be time (or money) constraints, not shopping constraints. Find a suitable time to meet, and then:

FINAL:

If you get the appointment, be sure she understands to bring all necessary items such as drivers license numbers for all drivers, vehicle registration numbers, current policy. (If applicable) and, of course ... **THE MONEY!**

"Thanks, again, for using Werethebest. We will meet at (time/day) and you need to bring:

- Your driver's license
- Your vehicle registration number
- Your current policy or other proofs for discounts
- (\$) In cash or money order or whatever funds are acceptable at your agency.

O.K.?"

Thank you very much for your call. I am looking forward to see you then.

Remember to note in the Comment Section in the client section screen: Company, down payment, when they are coming in (for example: UA, \$122 DP, 4:00 P.M. on 08/28/11)

If they "are going to keep checking around", note that in the Comments Section.

28. Store as "Quote" until prospective client comes to office.
29. Print out quote and call potential client if they fail to show up for appointment.
30. If they "are going to keep checking around", call back three hours after giving quote and inquire if they're ready to buy from you.

The Application Process

Field Underwriting Guide

WHAT IS AN INSURANCE UNDERWRITER?

Agents are the front line of the insurance industry and are responsible for producing profitable business for their companies. Your job is not only to sell but also to evaluate the risk so you can determine proper placement and rate. Rising insurance rates can be controlled to a great degree through field underwriting.

Webster's definition is "*An employee or agent of an insurance company who determines the acceptability of risks, the premium that should be charged, etc.*"

An underwriters main job is twofold: first, to determine that the risk is acceptable based on underwriting rules and other pertinent considerations, and second, to make sure the company gets the proper premium based on the various rating factors (age, marital status, territory, surcharge points, type of vehicle, etc.).

Primarily, there are two types of underwriters evaluating new risks;

Desk Underwriters- These are the in-office company employees who underwrite new business based on information provided from the application and MVR.

Field Underwriter- You, the agent.

Is it true that the company takes anything not excluded by their underwriting rules?

No, it is not!

Is it true that if you follow all the rules in the rate guide, you are not responsible for the losses?

Absolutely not!

You can't cover every type of situation or combination of situations with an underwriting rule. Some factors that bear on acceptability are based on the field underwriter's observations and deduction. Field underwriting is a critical part of the underwriting process. As field underwriters, you have two distinct advantages over desk underwriters:

You Get to See the Risk

Why is seeing the risk an advantage? Because sometimes you gain valuable insights through observations.

For example, if an applicant comes into your office smelling strongly of alcohol, is that a factor that should affect his acceptability? Of course, and if he already has a DWI, Open Bottle, or a questionable record, it should be the deciding factor. At best, it certainly reflects poor judgment on the applicant's part and a certain arrogance or perhaps ignorance that is probably indicative of the type of judgment exercised when driving. These are dangerous risks and should be evaluated accordingly.

Another advantage in seeing the risk is that you have an opportunity to evaluate their attitude. Some people have a "chip on the shoulder" belligerent attitude. Belligerent people have belligerent driving attitudes and are poor risks. So, if you have a belligerent individual with a borderline or questionable driving record, we prefer you place them in the pool or elsewhere.

You Get to Ask the Questions Directly and Probe for Complete Information

Unlike our desk underwriter, you have the opportunity to question the applicant until you are satisfied that the information you are getting is complete and accurate.

We need to know as much about new applicants as possible so we can evaluate their acceptability and whether the information provided on the application is consistent with the circumstances under which they are coming to us.

Many agents feel that any question on the application that isn't used to rate the risk is not important. That's not true! If you're not answering all the questions, you're not getting enough information to make proper judgments on acceptability or rating.

THE APPLICATION

All questions on the application are important and should be completed. Let's review the importance of some of the more critical questions shown on our application.

Name- Complete name, including middle initial, is required to assure that MVRs, Clue Reports, etc. can be ordered and received on the proper individuals.

Address- This is a twofold question. Besides showing the actual physical street address of the insured, you must be sure to answer the question, "Does insured reside at the above address during the work week?"

Why is that question important? Many times younger drivers will use their parents' rural address when they actually live in the city.

We want to make sure we get the proper rate for the exposure, which in the long run helps hold rates down.

Occupation- The occupation can characterize the risk for us, or at least cause additional questions. For example, a bartender with one or more DWI violations would signal the potential for additional problems of this nature. Or, a carpenter insuring a pickup truck might suggest to you that the vehicle is used in business. You need more information to determine if a business-use surcharge is applicable.

Employer- If unemployed, state so under "Employer." For example, if the applicant is an unemployed steelworker, and steelworker is the "occupation", you would indicate "unemployed" in the employer section.

Vehicle Information- Many times there is insufficient vehicle information shown on the application to properly rate the risk. Serial numbers allow us to identify the make, model, and year of the particular vehicle as well as assign a rating symbol. It can also be very helpful in determining factory equipment vs. add-on or special equipment.

Failure to obtain the complete VIN number and vehicle description may result in a misquote.

As a general rule, most states apply a vehicle surcharge to certain vehicles targeted as high performance. Additionally, conversion and panel vans may also be surcharged. Since a vehicle surcharge may apply to liability as well as vehicle damage coverages, it is imperative that the VIN number be obtained on all vehicles.

Vehicle Inspection- Why do we require inspections when binding physical damage coverage?

- To make sure the vehicle does indeed exist.
- One of the most common cases of fraud today involves using titles of salvaged vehicles that no longer exist to present fraudulent theft claims.
- To make sure the vehicle hasn't already been stolen.

Our claim department has handled a number of claims where the motorcycle or auto had been stolen prior to the time coverage was obtained.

- To identify any prior damage including windshield chips or cracks.
- To assure adequate coverage for all non-factory or special equipment.

Driver Information- We want to know about all members of the household 15 years of age and older, even if their license is suspended or revoked. Some individuals continue to drive even after driving privileges have been terminated, and in the event of an accident, we must provide coverage.

Just because an applicant is single does not mean there are no other members of the household. We see many accidents where the insured is a single person but at the time of the accident, the driver is another single person who resides with the insured. Other members of the household could include a boyfriend, girlfriend, sister, brother, friends or other relatives.

If applicant is married age 40 or older with no other household members listed, you need to verify that there are no children of driving age. Frequently, a son, daughter or other relative resides in the household, but we don't know about them until after they have an accident.

It is critical that we accurately identify our exposure in order to apply the proper premium charge. If we don't, your loss ratio and ours will be the burden.

The Application Process

Continued from page 17

Previous Insurance Company- Why do you want to know this? To make sure the applicant's reasons for coming to us are consistent with his or her insurance history and driving record.

For example, we've seen the previous insurance company listed as State Farm, a clean driving record and the reason shown for "why terminated" was "rate was too high". Are we to believe the applicant left State Farm to get a better rate with us? That's highly unlikely. It's more likely the applicant was canceled because of accidents that may not appear on the MVR, or perhaps there is another member of the household who has had accidents but this person is not listed on our application. There are many possibilities; you need to probe for the correct one.

Another example is a 35-year-old that says "no previous insurance". Is that possible? Of course, but there is a very good chance it's not true. Why would the person lie to us? Because he or she is afraid we might check with the previous company and find out about accidents, undeclared drivers, or other problems such as multiple comp losses.

If the applicants truly have gone without insurance for a number of years, why are they applying now?

There can be legitimate answers to these questions, but very often it's simply a case of having something to hide. You need to find out what it is.

Why Terminated- Find out why the previous insurance was terminated. Many simply state, "lapsed." We know the policy lapsed; what we really want to know is why it lapsed. Where they short of money at the time payment was due? Was the car disabled? Was it sold? Was the policy canceled? If so, why was it canceled? Driving record? Accident frequency? What?

Driving Record- One of the questions on our application is: "Has the applicant been advised that failure to disclose all accidents and violations will jeopardize coverage?" This can be an effective means of gaining the insured's cooperation. Further explain that "this means if we don't list all your accidents and violations, and you later have an accident, you may not have any coverage".

Phrase your questions so they require more than a yes or no answer, such as:

"When was your last accident? And the one before that?"

or

"When was your last violation? And the one before that?"

Do not write "see MVR" in the accident and violation section, because many states do not include accident information on MVRs. Also, many accidents are not reported to the state and therefore never reach the MVR. If the applicant's accident and violation record is clear, do not leave it blank, but rather indicate "none" in the accident/violation section.

Ask about comprehensive losses and explain what a comp loss is; theft, vandalism, glass breakage, wind/storm damage, etc. You should also include the type of loss and the amount. Applicants with adverse comp loss histories are likely to continue the trend.

Proper field underwriting helps you make judgments that reflect favorably in your loss ratio and allow companies to hold rates to a minimum.

Proper field underwriting eliminates the unnecessary time and money spent obtaining essential underwriting information that was initially omitted from application. We average sending out over 40,000 letters to agents each month requesting such information.

Proper field underwriting cuts costs and gives you more time to do what you do best...**SELL!**



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