**After your appointments go through this check list.**

**DID I accomplish the following?**

1. **66% emotion / 33% logic**
   1. Too much emotion = cancellations
   2. Not enough emotion = NO SALES
2. **Persuade** them to say YES and buy
3. **Create Pain**
   1. Income analysis on Needs Analysis
4. **Build Value**
   1. Living benefits – play the video
   2. Leverage a small premium to protect equity, 30 years of creating a home
5. **Trust Me & Like Me**
   1. Speak with conviction, confidence, conviction, passion.
   2. Did I come across as a professional.
   3. Personal story
   4. Connection
6. **Simple, Quick, and Affordable**
   1. No medical exam, no nurse, no blood work, no needles, no medical records
   2. Instant decision
   3. 5-10 business days with approval
7. **Get them to say YES throughout presentation**
   1. Budget – I assume the budget is one of if not your biggest concern, is that correct?
   2. No Medical Exam – I assume not having to deal with a nurse coming to your house, taking blood, tracking down medical records and waiting 4-8 weeks to get covered is a huge benefit for you?
8. **Prevent the I NEED TO THINK ABOUT IT objection**
   1. Everything above solves this problem
   2. When I got to the 3 options did I already convince them that all 3 are excellent solutions to protection their mortgage.
      1. If you did accomplished this, then the only decision, the only thought process for your client is to pick which of the 3 options fits into their budget.
9. **When I reviewed the 3 options, did I shut up and let them talk first?**