

## Step 2: Be Convinced

In the profession of selling, you need to be convinced before you can be convincing. For example, let's make believe that you do NOT own an annuity because it is not FDIC insured.

Let's further assume that you are giving a presentation to a prospective client about an annuity. In the middle of your presentation—even before you asked the prospect if they wanted to go ahead with it—the prospect gets out his checkbook and begins filling out the check by entering the name of your insurance company, then dates the check, and even starts writing out slowly two hundred and fifty thousand dollars and no cents. (smile) This only happens to you once or twice a month, right?

Suddenly, the prospect looks up and says to you: "Wish the annuity were FDIC insured, ya know what I mean?" Or "Wish the premium could be more like Term, ya know what I mean?" Allow me to tell you what happens. There is a little part of your brain that will want you to say, "Yes, I know what you mean."

Friends, how can you be convincing IF you are not convinced? If possible, own what you recommend and/or make sure your Dad and Mom owns what you often recommend assuming, of course, the product is suitable for them. Why? When you talk to a prospective client who is uncertain about getting a product that is in their best interests, you can say,

"I can appreciate how you feel but I also want the best for my family and the product that I am recommending for you, (now take your policy out) is where I have my money, and also where I have my Mom's money too!"

Bottom Line: You have to be convinced before you are convincing.