

Breakthrough Challenge — Session Notes

Sales Psychology & Closing Strategies

The replay for this session is linked below.

Why Agents Aren't Closing

When production is down, the root cause is almost always one of two things:

- Not quoting enough — this is a pipeline problem. If the top of the funnel is thin, nothing downstream can save you.
- Not closing enough — if you're quoting plenty but still missing premium goals, something is breaking down in the sales conversation itself.

A useful diagnostic: call your district and ask for your closing ratio, then compare it to your district average. If the district is closing at 18% and you're at 13%, the product isn't the issue — the process is.

Strategy 1: Tribal Language That Builds Instant Connection

These phrases tap into something hardwired in us — people are tribal by nature. We don't want to feel left out or like we're making the wrong move. The right language creates instant connection and social proof without sounding pushy.

Phrases to use:

- **"People like you..."**
 - Example: "People like you tend to keep all their insurance in one agency — it just makes things easier."
- **"Families like yours..."**
 - Example: "Families like yours with a young driver on the policy really should consider an umbrella."
- **"People like you and I..."**
 - Example: "People like you and I carry 250/500 or better — we have more to lose."
- **"Just like you..."**
 - Simple way to normalize a recommendation. "I've got a lot of clients just like you who bundle everything."
- **"I'll bet you're just like me..."**

- Use when rapport is strong. "I'll bet you're just like me — you want to make sure your family is taken care of if something happens."

Strategy 2: Scarcity & Identity Hooks

These phrases create curiosity and mild challenge — people immediately want to know which group they fall into.

- **"I'm not sure if this is for you."**
 - Especially useful when introducing permanent life insurance. Most people immediately wonder why it might not be right for them — and then they listen closely to find out.
- **"There are two types of people in this world."**
 - Example: "There are two types of people — those who protect their family with life insurance and those who don't." They want to be on the right side of that line.

Strategy 3: Emotion-Based Questions

Insurance is not a transactional sale. The more you can help a prospect feel the consequence of being underinsured — before anything bad happens — the more motivated they are to act.

- **"How would you feel if..."**
 - "How would you feel if your kitchen was flooding and you called your agent and they didn't pick up?"
 - "How would you feel if you were in an accident and found out your coverage wasn't enough?"
- **"Just imagine..."**
 - "Just imagine you're in a bad accident. Wouldn't you want to know your insurance has it covered — or would you rather be worried about what might fall through the cracks?"

Ask the question, then stop talking. Let them sit with it. Silence is a strategy. You have the solution in your back pocket — don't rush to deliver it.

Strategy 4: The Power of Three Options

When you present a single quote, the only question in the prospect's mind is whether to buy it. When you present three options, the question becomes which one to choose — and they're far more likely to choose something.

- Use Good / Better / Best framing (Standard, Enhanced, Premier) for home policies.
- Bundle life in as the third option — the numbers often sell themselves.

Example: Home + auto at \$4,000. Home + auto + life at \$4,080. When the life policy saves \$100 off the home/auto premium and costs \$180/year, the net difference is only \$80. Presented side by side, most people choose the life policy.

This approach also gives clients the illusion of control — they feel like they're making the decision, not being sold. (See: Never Split the Difference by Chris Voss.)

Strategy 5: Assumptive & Open-Ended Questions

Questions do two things: they engage the prospect and they create productive doubt. Ask assumptively — it signals that the answer should already exist.

Strong questions to use:

- "Where do you have your life insurance?"
 - Assumes they have it. If they don't, they immediately wonder if they should.
- "Do you have enough?"
 - Works for both life insurance and liability coverage. Simple and powerful.
- "What kind of protection do you have on your home and auto?"
 - Prospect often doesn't know what that means. That uncertainty opens the door.
- "What would you do if your liability limits weren't enough to cover a bad accident?"
 - Ask it. Then be quiet. There's no good answer, and that discomfort creates motivation.
- "What's most important to you if something major happens?"
 - Most people say "that it's covered." That answer builds the rest of the conversation for you.
- "Have you ever seen someone go through a really bad claim?"
 - Great lead-in to selling the value of having a real agent vs. an 800 number.

Strategy 6: Storytelling — Bank Your Wins

Coverage and price are easy to compare. Your stories are not. Every agent who's been in the business long enough has moments where they genuinely changed someone's outcome. Start collecting and using those stories.

The kinds of stories that work best:

- Denied claims you successfully reversed
- Total loss settlements you negotiated higher
- Times you showed up for a client in a real emergency

Examples from this session:

- The florist with \$13,000 in frozen flowers — claim denied, then reversed after reading policy language. The refrigerated trailer was static property within 100 feet of the shop, not a vehicle. Covered. Matt's agency was worth \$13,000 to that client.
- The Toyota Tundra totaled at a \$14,000 offer — pushed back, eventually settled at \$23,000. Agency value: \$9,000 in that one conversation.
- A client in a 30-car pileup in a snowstorm — Matt answered the phone, got him a tow truck, and gave advice in real time from the side of the road. That's what a real agent is worth.

Stories like these answer the objection before it's raised: why do I need an agent? A 1-800 number doesn't fight for you.

Key Takeaway

Great closers aren't high-pressure — they're high-involvement. They ask questions that make the prospect feel part of the process, connect them emotionally to the value of real coverage, and position themselves as the solution before the number ever hits the table.

You don't need to use all of these in every conversation. Pick one or two and start working them in. Going from a 20% closing ratio to 25% means selling one out of four instead of one out of five — that's a meaningful difference in time, effort, and premium written.

Resources Mentioned

- Persuasive Language PDF — available in the Agency Launch members area (11 phrases, printable)
- What to Say — the book Matt referenced (25 phrases; readable in about 90 minutes)
- Never Split the Difference by Chris Voss — recommended for the “illusion of control” framework and negotiation mindset