



AgencyLaunch

11 Proven Phrases to Give You An Unfair Advantage in Sales

-  **“People like you”** - Example: *“People like you* tend to place all their insurance in one place”
-  **“Families like yours”** - Example: *“Families like yours* really need the proper amount of life insurance”
-  **“Guys like you and I”** - Example: *“Guys like you and I* understand the value of an umbrella policy”
-  **“Most people”** - Examples: *“Most people* pay in full”.
“Most people allow us to cancel their current policies for them to make the transition really easy”;
“At this point, most people buy now to lock in these savings”
-  **“I’m not sure if this is for you”** - Example: *“I’m not sure if this is for you, but I have a life insurance product that helps people like you (Look at that! Using community AND Exclusivity in the same sentence) build tax free wealth. It’s not for everyone.”*
-  **“There are two types of people in the world”** - Example: *“There are two types of people in the world. Those who protect their families with life insurance and those who don’t. Which one are you?”*
-  **“I’ll bet you’re just like me”** - If you need a good ringer to close a sale.
-  **“How would you feel?”** - Example: *“How would you feel if you needed to get a hold of your insurance agent because your home is full of water and you couldn’t?”*
-  **“Just Imagine”** - Example: *“Just imagine you were involved in a bad accident. Wouldn’t you want to be confident that your insurance will take care of whatever has just happened?”*
-  **“The good news...”** - Example: *“The good news is, you’re approved!”* “The good news is, we can save you some money.”
“The good news is, we can properly cover you”
-  **“If I can, will you?”** - Example: *“If I can lower your premiums, will you move your insurance?”* “If I can alleviate your concerns, will you let me be your agent?”