

VIPS Referred Lead Talk



Value (1st or 2nd appt)

Important Question (assumptive)

Permission to Brainstorm (No risk – No stupid answers)

Suggest Names (USP – Unique selling proposition)

Mr. Client, based on our meetings that we have had, can you share with me a couple of things (pause)... No, on the other hand can you share with me the ONE THING you found most **VALUABLE** to you and your (pick one: business, spouse, family etc.)

(After client answers:)

I appreciate you sharing that with me, and now I've got **an Important question** to ask you. What I'd like.... is your **Permission to brainstorm** for a moment to **Suggest some names** of people that might benefit from (my process/the work that I do—**YOUR UNIQUE SELLING PROPOSITION**). Does that sound fair?

But before we brainstorm, let me tell you about how I handle introductions, so you will feel comfortable with the process.

First, everything we do is completely confidential. I will never reveal any financial information to anyone... even close family members. Confidentiality is very important to me and my financial services practice.

Secondly, I prefer to contact people when they know that I am calling, I don't like to take them by surprise. I truly like to be introduced in a way that creates a level of comfort for everyone. If they are interested, I will meet with them much like we did today, and if they are not, I can promise you I will back off immediately. It is important that you understand that I handle introductions very carefully and with a great amount of care.

Does that seem fair?

With this in mind, can we do a little brainstorming? I have a few ideas to run by you, and see if it triggers anyone that would benefit from my process....

Now, If I were to ask you for a list of names of people that you KNOW need life insurance or financial products, you'd probably have a hard time coming up with that, right? That's why my clients find it easier if I start with a list of prompts. Who do you know that within the last few years...	(Pause / Wait)	Bought a home Had a baby Got married/engaged Got a job/changed jobs	(Pause / Wait)	If something happened to both of you who would you consider (friends or relatives) to raise your children?	(Pause / Wait)	If you were to go into business for yourself and could choose someone to go into business with you, who would you want that to be?	(Pause / Wait)	Who do you hold in high regard? (<i>your brother, sister, in-laws, friends, colleagues</i>) There in your neighborhood who is the closest friend / neighbor you have?
			OR		OR		OR	

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