



BUILDING WORD TRACKS

1 KNOW YOUR AUDIENCE



Not everybody communicates the same way.



FAST & DIRECT



RELATIONAL



ANALYTICAL



CAUTIOUS



The better you get at identifying personalities early... the better you'll adjust your style and connect quickly.

2 THE FAST STRUCTURE

Every strong FAST word track is built around three simple goals:

1

GRAB ATTENTION

Get them to stay engaged.



2

CREATE INTEREST

Shift from price to value, protection, confidence, and helping people.



3

IMPROVE THEIR SITUATION

The goal is always to improve their situation.

3 THE CUSTOMER WINS



Improve coverage



Save money



Confirm great setup

Maybe that means improving coverage. Maybe it means saving money. Maybe it means both. Or maybe you simply confirm they already have a great setup.

Either way... the customer wins.



LOCAL PERSONAL SERVICE



RELATIONSHIP OVER TRANSACTION



COVERAGE CONFIDENCE



CLAIMS SUPPORT



THE STRENGTH & STABILITY OF STATE FARM®



BIG COMPANY BACKING WITH LOCAL SERVICE.



THE BEST WORD TRACKS NEVER SOUND SCRIPTED.