



CREATING INTEREST

TURN ATTENTION INTO A CONVERSATION THAT MATTERS.

1 THE NEXT STEP



Now that you've grabbed attention... the next step is to create interest.



This is where average conversations start separating from strong conversations.

2 THE DIFFERENCE



Most salespeople rush straight to price.



Strong grinders understand something important:



People may shop with price in mind... but they **stay engaged** when they feel **understood**.

3 ASK BETTER QUESTIONS



Instead of immediately throwing numbers at people...



Ask questions. Open-ended questions.



Questions that get the customer talking.



Questions that help you understand what actually matters to them.

EXAMPLE:

"Before I just throw a number at you, let me ask — are you mainly trying to save money, improve your coverage, or just make sure you have a good deal?"

4 CHANGE THE CONVERSATION



Now the conversation changes.



Instead of sounding transactional... you sound **helpful**.



When people feel like you're trying to help them make a good decision... their **guard starts coming down**.

5 CREATE INTEREST BY WEAVING IN VALUE



Local service.



Coverage confidence.



Claims support.



The strength of State Farm with personal local service.



Not sounding scripted... just naturally helping people see the value we bring.



BECAUSE GREAT WORD TRACKS CREATE CURIOSITY... **NOT PRESSURE.**



Create curiosity



Build connection



Deliver value



In the next section... we'll talk about the final step: **HOW TO HELP THE CUSTOMER WIN.**
LET'S GET CRACKIN'.