

# **FAST**

FOCUS | ATTITUDE | SKILL | TOUGHNESS

# WORD TRACKS

## CREATING INTEREST

Build connection. Ask great questions. Lead the conversation.

1



### SIMPLE & CONVERSATIONAL

"Are you mainly looking at auto and home together, or just one right now? **Either way is totally fine** — I just want to make sure we're looking at the best options for you."

2



### BUNDLE POSITIONING

"Most people are surprised how **much bundling can help on pricing**. Are you looking at both auto and home, or just starting with one today?"

3



### SOFT DISCOVERY

"Just so I point this in the right direction... are we looking at auto, home, or both? Sometimes putting everything together can **open up discounts** people didn't realize were available."

4



### VALUE FIRST

"Gotcha. We'll start **apples-to-apples** and make sure we're comparing things correctly first. Then we can see if there are any opportunities to improve coverage, pricing, or both."

5



### HELPFUL & EDUCATIONAL

"No problem at all. Whether it's auto, home, or both... my goal is just to help you **see the full picture**. A lot of times there are little gaps, discounts, or coverage differences people don't even realize are there."



**GOAL:** UNCOVER NEEDS, CREATE VALUE, AND LEAD TOWARD A WINNING OUTCOME.



**LISTEN MORE. ASK BETTER. HELP THEM WIN.**