

— Guide the decision. Show value. Help them feel confident in saying “yes.” —

1



IMPROVE COVERAGE

“I noticed you currently have state minimum coverage. Let’s take a look at increasing your coverage to **help protect you** and see just how it affects your premium. It’s usually **not a big jump.**”

2



SAVE MONEY

“I ran a few options for you and found a way we can **lower your premium** without sacrificing the coverage you need. Want me to show you how that breaks down line by line?”

3



IMPROVE BOTH

“Good news — I was able to **improve your coverage and save you some money.** That’s the power of shopping it the right way. Want me to walk you through the numbers?”

4



CONFIRM GOOD SETUP

“You’re in good shape. I just want to confirm that what you have in place **still makes sense for your situation.** Let’s quickly review it and make sure there aren’t any gaps.”

5



CONFIDENT CLOSE

“You’ve got a strong plan in place now and great coverage to **protect what matters most.** If this looks good to you, I can take care of everything on my end and get you all set.”



GOAL: HELP THEM SEE THE VALUE,
FEEL GOOD ABOUT THE DECISION,
AND CONFIDENTLY MOVE FORWARD.



**MORE VALUE.
LESS PRESSURE.
BETTER OUTCOMES.**