

# ANNUITY PROS

## ONE-OF-A-KIND PRE-SET APPOINTMENT PROGRAM



*Available ONLY to producing members of the "ANNUITY-PROS" producer group!*

### THE WRONG WAY TO DO IT PROGRAM – OTHER COMPANY PROGRAMS

You may have heard about or even tried pre-set appointments before. The problem is that most appointments are set by some low wage telemarketer in a call center that is just in the business of selling you pre-set appointments. Many times the prospects are not even home when you show up for the appointment. Other programs offer pre-set appointments with high net worth clients in a dinner setting causing you nothing but large dinner bills and no business.

### THE RIGHT WAY TO DO IT PROGRAM – THROUGH "THE PROS" PROGRAM

The appointments our agents receive are completely different. First, they are set by sales people with knowledge of the financial and insurance industry who are overseen by a sales manager. Second, you work closely with your project manager so you can make sure that the appointments have been verified and meets your standards for setting the appointment.

### THE RIGHT PROSPECTS – BUSINESS OWNERS/HIGH INCOME INDIVIDUALS WITH MONEY

While every agent and their uncle is going after Mr. and Mrs. Senior Citizen or Mr and Mrs. Homeowner trying to sell them an annuity or life insurance, we prefer to go after a more sophisticated person where there are usually larger sums of money.... **Business owners, their personal and business retirement plans and their personal and business life insurance programs, Business Executives AND high income individuals.** Imagine meeting daily with prospects that have been pre-pitched and that have agreed to meet with you at their place to talk to you. You will no longer find yourself standing on someone's front porch ringing their doorbell while they are hiding inside hoping you leave.

### THE RIGHT AGENT– EXPERIENCED, MOTIVATED AND READY TO GET TO THE NEXT LEVEL

This program is **NOT** for beginners, part-timers, one sale per year or the "I want everything for free" agent. This is for serious agents that want to get in front of the right people, do a fact finder, can close a sale, write consistent business and that understand this business is like any other business out there....**you need to invest in it.** "Annuity Pros" and will not only help you be successful with this program, we will provide all the necessary training and support to help you close sales.....**and the best part is we will invest in your business too by reimbursing UP TO 100% of the cost of this program.\***

***"Having qualified prospects to sell is the key to success in this business and is the top priority for our agents."***

*\*For agent use only.*

# ANNUITY PROS

## PROGRAM DETAILS

### A Fully Managed program:

- Receive an assigned Project Manager to oversee your campaign.
- Attend **Weekly** Sales Meeting to discuss your campaign progress.
- Receive **Weekly** Call Reports on ALL outbound activity on you campaign.
- All callers work in Headquartered Facilities in the US and have a sales background.

### Training and Set Up:

- **Training** – Initial training session with your campaign team.
- **Weekly Meetings** - Feed back to you on campaign progress, and overview of prior week.
- **Continuation** – Continued weekly meetings refining and discussing successes.

### The List

Our goal is to get you as many appointments as possible within a reasonable time frame so you can have meaningful conversations with prospects. With business owners, the challenge is always getting that person on the phone. We have expand the calling list to mix in a percentage of business executives and higher net worth individuals. All are still good annuity prospects. Some of the appointments are set at the business location, but some may also be set at their home as well. This will help us deliver more appointment to you sooner.

### The script.

We have included an additional line in the script to let them know not only are we able to offer them guaranteed savings programs that protect their money from any loss while earning above average rates of return, we can show them how they may be able to reduce their taxes on interest income. We also let them know we are able to discuss how they can pass on their savings probate free and tax free to their beneficiaries.

Those additional items are hot button topics and provide you additional selling opportunities using tax deferred annuities and also SPIUL products. If you want to learn more on how to sell SPIUL products, give us a call. We are selling a ton of these.

Also, keep in mind that the script does NOT ask personal information as to what they have and where their money is. People are NOT going to tell that over the phone to a stranger. The goal here is to use a qualified list and get you appointments and people to talk too. You still need to do fact finders with your prospects.

### Pricing

We designed the program pricing to be in line with the price of 1000 piece mailer. If you have ever done a 1000 piece mailer, the average response is about 1.5% or 15 cards back. Out of the 15 you are lucky to get 5 appointment's out of it. You can run a seminar that cost two to three thousand dollars and maybe have 30 show up. You may end up with 5-10 appointments. So this program is designed as a cost effective way to get conversations with prospects.

### The prospects

No matter what the lead program, there are some things you cannot control. If you do a mailer, people will send in cards that are not really interested. If you do a seminar, people are going to go just for the food. If you run radio, print or TV ads, people are going to call who are clearly not qualified.

Would you make a client send you their bank statement so you can verify it before you let them attend your seminar? If someone sends in a direct mail card, would you call and ask to see their savings statement before you go out and see them? Probably not, and we do not ask for financial statements to set an appointment.

There are a few companies that will call and make pre-set appointments and ask a whole bunch of qualifying questions, but those leads cost about \$200 or more a piece. We do have access to those programs if you want to spend about \$3000 to get started.

With our script we ask, “would receiving higher rates of returns on your savings, reducing you current taxes and passing on your savings tax free and probate free something that you could benefit from?”  
If they say yes, we set an appointment.

### **The appointment**

Just like any other lead program, this is a numbers game. These are appointments, not pre-sold sales. Not everyone will want to do business with you. Not everyone will have money available to invest with you right now. People are going to lie to you and say they have no money. That is the business we are in. This program gives you people to see and talk to and that’s what we try to do for you with this program.

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**FOR MORE INFORMATION, CONTACT US AT:**

**(877) 360-9184**

[www.annuity-pros.com](http://www.annuity-pros.com)

*\*For agent use only. Estimate ratios are not guaranteed. Rules and qualifications apply. Not all agents will be eligible to participate.*