

Master the art of prospecting for a successful career in the insurance industry



By Magicgyan Team,

Who is a prospect?

In simple words prospect means a potential customer.

How to identify a prospective customer for your life insurance business?

When you meet a person, the below questions will help you analyze whether the person can be your prospective customer

- 1) Does the person have dependents?
- 2) Does the person have adequate life insurance cover?
- 3) Does the person have the financial capability to purchase the life insurance policy?
- 4) What is the best way to approach the person?

Signs that will help you to judge whether the person can be your prospect

A person whose responsibilities have increased lately

Examples:

A newly married person

Birth of a child in the family

A person who has dependent parents

A person whose financial condition has improved

Examples:

Job promotion

Increase in salary

Inheritance from parents

Any person who has an improvement in the financial condition is a definite prospect for purchasing a life insurance policy because of the extra income.

Anybody can be a prospect for purchasing a life insurance policy. However some people such as those listed above can be a sure shot prospect if the need for insurance is explained clearly.

My sample prospect list

People I know	Name	Tel no
Newly married people		
People with dependent parents		
People with dependent children		
Person in whose family a new baby has taken birth recently		
People who recently got a new job/ salary increase		