

Targeting the right prospects to maximize your life insurance sales – Part I



By Magicgyan Team,

Anybody can be your prospect for selling life insurance. Many people try to avoid talking about life insurance in routine conversations. The same people however suddenly develop a desire for buying a good life insurance policy after recovering from a life threatening disease or a close encounter with an accident.

Let's try to understand why some people can be definite prospects for life insurance and it will be easier to sell to them if the importance is explained correctly.

Prospect category 1 - The sole breadwinner

There are many families where, the husband is the sole breadwinner, while wife takes care of the home and children.

What you should explain to the prospect?

- The impact on remaining family member if the working parent dies such as:
 - shortage of money even for basic needs
 - fall in standard of living
 - Need to sell house/property/jewellery for survival
- How life insurance can help the family members to live a comfortable life
- How life insurance can help the children to continue their education