



**GET AN UNFAIR ADVANTAGE OVER YOUR COMPETITORS BY  
MASTERING MY METHODS AND SECRETS TO SUCCESS IN  
SALES**

**HERE IS WHAT YOU WILL LEARN**

**PERFORM MODEL**



## **WHO TO PROSPECT AND MORE IMPORTANTLY HOW TO PROSPECT**

P is for Prospective Purchasers

- Prospective Purchasers – How to take a rifle approach instead of a shotgun approach that you have been taking.
- Define who makes prospective purchaser status with you.
- Sweet Spot Prospecting – Narrow your universe of prospects to a tightly defined sweet spot with over 70% success probability.
- Utilize Unique and “real time” prospecting tools. *Hint - Get a “USA TODAY” subscription.*
- Develop your hard-hitting 30-second commercial. Using the FUWA action template.
- 60-6-50 - Master Kevin’s year-long strategy to keep you on target to write the best prospective purchasers on your wish list.
- Zig when others Zag – Kevin’s approaches and techniques inspire prospective purchasers to buy from me....instead of being sold by me.
- B-L-T – Learn why you must have these three (3) fundamentals in your relationships with your selected prospective purchasers.



## EVALUATE & GATHER INFORMATION

E is for Evaluate and Gather Information

- Learn how to use Dr. Kevin's approach to '**open up**' your prospective purchasers on the very first visit. *Hint – Interview and diagnose instead of "pitch"*.
- Learn how to uniquely set-up your first conversation.
- Why does offering an '**expert second-opinion**' work so well?
- Offer a valuable **free seminar** to your prospective purchasers – only this time you get paid with their business. Use your Trojan Horse approach.
- Receive dozens of proven questions to get your prospective purchasers to start feeling aches and pains.
- Learn exactly what to ask for in order to reach your immediate goal – that is, **being invited back**.
- Saving wasted profits in a slumping economy trumps money savings, adding value and all of that other sales stuff.
- Spilling candy in the lobby leads to the poor house – learn how to avoid doing it.
- Learn how to discover who the real decision makers are and how to get a fair audience. *Hint – Other decision makers become your sales team.*



## **RESEARCH & DEVELOPMENT**

### **R is for Research and development**

- Research in your lab – Your office becomes your laboratory. Learn which tests to perform to diagnose symptoms your prospective purchasers don't even know they have!
- Find costly errors on the experience MOD worksheet that stand out like a sore thumb – on your **prospective purchaser's hand**.
- **Classifications** are seldom used as a proven tool to separate your expertise from your competitor. Learn how to perform this method every time.
- **Audits** can be a hotbed of wasted profits. Understand how to read actual audit worksheets and create more separation from your competitor.
- Dividend plans are never explained with the right effect. Learn how to “blow-up” your advantages – and minimize the effect when you are on the short-end.
- Claims are a Pandora's Box of separation and opportunity for you. Learn the top three (3) questions to open this box.



## FIND PAIN

### **F is to Find Pain**

- Can't find any pain? Wrong! Learn how to uncover pain every time in every single situation.
- Research surveys show us that clients leave for **one primary reason** 90% of the time – learn why and use it to build pain with your prospective purchasers.
- Learn how to break form the **pain** to the **solutions**. Your timing is critical.
- When do you put on a 40 pound zipper? Learn how to use this technique effectively.
- Reaching a high level of pain with your prospective purchasers is a process of **self-discovery** – not telling .....not selling and always let them do the match.
- Learn how a \$69 indemnity claim can cause an experienced MOD factor to explode in front of your prospective purchaser – thus, delivering the pain you desire to move the business to you.
- Learn the art of translating pain into your specific world of business.
- Become an expert in understanding how to locate mistakes on the experience MOD worksheet in a matter of minutes.



- Find out why their current agent hasn't **created the competition** for your prospective purchaser and make your competitor look lazy – or even better, uncaring about your prospective purchaser.
- Learn seven (7) areas of pain for every single business owner. Become an expert in **how to discover** which area will tip the sale your way.
- Kevin developed the art of separation – just like champion teams and the great athletes. Learn how to create the art of separation. *Hint: Mr. Prospective Purchase, on a scale of 1-10, how do you feel about our solutions to your problems?*



## OVERCOME RISK FACTORS

### **O is for Overcome Risk Factors**

- Your prospective purchasers will never, ever bring up their perceived risk factors of doing business with you. Learn exactly what they are. Plus, learn how to bring them up to your prospect.
- Different decision makers have separate risk factors – CFO’s, CEO’s, Business Owners, HR, Office Managers. All have different reasons not to choose you. Learn how Kevin overcomes them. *Hint: Watch the pendulum swing away from you and right back to you!*
- Who are the **real decision makers** in your sales process? Learn why Kevin never gets lied to in this critical area. *Hint: Kevin uses three separate techniques that work every time.*
- If you are going to lose to one of these risk factors, learn it early. This will save your most precious asset – time.
- How many times do your prospective purchasers have this answer? Let us think about it. Kevin’s prospective purchasers understand this is not acceptable.
- Your prospective purchaser always faces the “risk of change” and seldom speaks to you about the reasons why they stay put with a mediocre program or lackluster agent. Learn how to discover and overcome those unspoken risks and the account is yours.
- Learn how to reintroduce these common risks and questions to your prospective purchasers and teach them how to convince themselves their biggest risk is not doing business with you.



- Does your proposal seem to have fallen on deaf ears? That’s when Kevin uses the “Detective Columbo” method to finally get to the truth from your prospect. It works every time!
- The sales process really starts when the objections, white lies, and stalls begin. Kevin teaches you which of these to **actually introduce** to the prospective purchasers to win the sale.



## REPLACE THE AGENT

### **R is to Replace the Agent**

- Kevin has learned this lesson the hard way. Most times, it's too hard for your prospective purchaser to fire their agent. Instead, learn how to get your prospective purchaser to *replace* their agent. Your closing ratio will sky rocket.
- Of these several techniques, Kevin has mastered one specific technique which is timeless. Learn how to use it and it will work magic for you. *HINT: It has to do with your commission..*
- Learn how to use the “magic wand” early on in your sales process to discover how hard it will be to replace the other agent.
- Your prospective purchaser will perform your task of replacing their agent once you have mastered this simple technique. *HINT: It's only three (3) words.*
- Kevin, can you teach us how to allow everyone to win...your prospective purchaser, their replaced agent, and you as the new agent.
- Learn how to focus your prospective purchaser on commitment. Their commitment to making the right business decision by hiring you...and the commitment their current agent made to them when he or she was first hired. Kevin teaches you how to master this powerful technique with your prospective purchaser.
- Never leave your prospective purchasers alone without a forensic shield to fight off an upset agent. Kevin will deliver the right shield to you.



## **MANAGEMENT FULFILLMENT**

### **M is for Management Fulfillment**

- The sale begins once your prospect has bought from you.
- Learn the thirteen (13) touches to execute during the year for your client.
- Receive the comprehensive renewal check list to use with your clients.