

# “Value Selling Presentation.com For P&C Agents”

## TOP 10 POWER STATEMENTS

- ❖ I’ve only known you for two minutes, you’ve been with ABC for 20 years and I’ve already identified a problem with your insurance.
- ❖ My professional recommendation is.... (Use this 3 to 4 times in a presentation).
- ❖ Insurance is for catastrophic losses, not cosmetic losses.
- ❖ These are the limits I personally carry on my policy.
- ❖ I would never recommend a solution different than what I would “own” under similar circumstances.
- ❖ Insurance allows two things:
  - 1) It allows you to drive down the road legally.
  - 2) It actually protects your assets. You’re paying \$X, XXX.00 a year, shouldn’t it do both?
- ❖ Ultimately, you’re the boss and you get to make the final decision regarding your coverage. I just want to make sure you make an *informed* decision.
- ❖ By having all of a client’s business, it helps us better take care of our clients – costs, claims, relationship.
- ❖ Help me understand what’s more important to at this time? To save \$20 to \$30 per month, or to be adequately protected?
- ❖ You write the small check, let the insurance write the big check. Currently, you’re writing a big check and your company is writing a small check.

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