



## The Prospect Says Yes!: A Handbook for Selling Life Insurance (Paperback)

By Jim Van Houten Clu Chfc Msfs Msm

Dorrance Publishing Co., 2018. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Success in the life insurance business requires both sides of the coin. One side is the product knowledge that insurance companies do so very well. The other side of the coin is dealing with people. This handbook will help new agents succeed and veteran agents grow to a higher level of success. It covers a proven prospecting system, handling objections, closes, scripts, and presentations that sell. This handbook covers both the personal and business markets. The Prospect Says Yes! will increase agent productivity and reduce agent turnover. This handbook will be with the agents throughout their careers.



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