

NOVEMBER 2011 EDITION – HAVE YOU MET PRESTO YET?



*"It's like an airbag for your savings or credit rating"*

The Sales Consultant and Business Office training video featuring Presto has been a huge hit so far. Visit [www.walkawayfairy.com](http://www.walkawayfairy.com) and click 'RETAILER LOGIN' (top right corner) to key in your email address and the password **walkawayfairy** to view.

**Here are a few comments so far:**

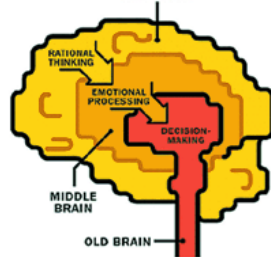
- "I must compliment you and your team on the scope of this marketing initiative - it has really been planned out"
- "This is excellent! It is fresh and gives a fun and modern feel"

CLAIMANT QUOTE OF THE MONTH

*"You have served us very well. Rest assured that our friends already know that your insurance is not a waste of money. We thank you very much for your excellent service. Your staff is very courteous and helpful"* – **Disability (Payment Relief)**



SALES BRAIN (PART #2) – Visit [www.salesbrain.net](http://www.salesbrain.net) for more great stuff



Last month we learned that the *old* brain makes the decisions and that our messaging should speak *specifically* to this in order to maximize effectiveness and impact in communicating an idea or selling a product.

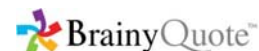
**6 stimuli to reach the old brain:**

- **Self-Centered** – centre of 'me', survival, well-being
- **Seeks Contrast** – quick, safe decisions or delays
- **Tangible** – cannot decide with numbers alone, familiar, friendly
- **Beginning & End** – forgets nearly everything in middle (short attention span)
- **Visual** – enters first leading to fast, effective connections
- **Emotion** – strongest trigger, 'emotional cocktails'

**Using the 6 stimuli, here are the 4 steps to selling to the old brain:**

- 1) DIAGNOSE** – it's not about you, *it's about them*. What can you do to relieve the pain by answering; a) what is the source?, b) what is the intensity?, c) what are the worst consequences for not eliminating it?, 4) is it acknowledged?
- 2) DIFFERENTIATION** – highlight your uniqueness; if you are not selling something clearly unique, then you are selling as much for your competition as you are for yourself.
- 3) DEMONSTRATE THE GAIN** – The old brain is sceptical, the benefits you present must be greater than the cost (overwhelming value), requires concrete evidence and social proof from satisfied customers (referrals); no evidence = no confidence, **3 types of gain**; a) financial (saving money), b) strategic (increased quality), c) personal (peace of mind or a trusting relationship)
- 4) DELIVERY TO OLD BRAIN** – a clear, concise, simple and short message is key.

*"I have found that being honest is the best technique I can use. Right up front, tell people what you're trying to accomplish and what you're willing to sacrifice to accomplish it"* – **Lee Iacocca**



SUPPORT



NOVEMBER



**Who says insurance has to be all... insurancy?**