

## Face to Face Door Knocking Scripts and Tips

### ***1. Sort Quickly.***

You will be rejected. Often. But most people are too polite. They let you make your pitch even if they have no interest in buying. And that's a problem of its own. Then I learned to set a rule for myself: No more than 20 minutes at any house.

They're more willing to take a serious look at the product once you've made them feel comfortable saying no.

### ***2. Pay Attention.***

To get a sense of whether someone is a serious prospective buyer, you need to learn the subtle cues they're giving you.

The key is to know your craft and your pitch so well that you don't have to think about it. It's almost like pressing "play" on a tape player in your mind. While offering your spiel, you're studying the prospect. You see their facial expressions. Are they looking at you? Do they seem comfortable? You read their body language. Are they looking for a chance to close the door politely? Are they nodding along to what you're saying but not really focused on it?

All of this applies just as much to detecting people's vocal nuances over the phone. After a while, you learn to hear the truth in people's voices just as you can learn to see it in their eyes.

### ***3. Remember Sort, Don't Sell.***

This seems counterintuitive, but it's essential. If you go into sales thinking that you need to "make" people buy, you'll fail. Unless you're a cute little kid selling cookies in the street for a dollar, pressure isn't going to work.

Instead, get to know people. Your mission is to understand them. What are they going through? What are their ambitions and needs? Focus on them, first and foremost. The product comes second.

Once you understand their story, you can connect the dots for them. You can show them how what you're selling can genuinely help solve their challenges and make their lives easier.

Also, the more you get to know individual prospects, the clearer sense you'll get of the types of customer who are more likely to buy PAMANA – and the kind of pitch they each need.

### ***4. Finesse the Next Step And Assume The Close.***

If someone is seriously considering a buy, you need to get structured about making it happen. This requires finesse. So they might say, "Let us think about it internally and then get back to you."

Don't leave it there. Selling door-to-door, I learned that the key is to ask new questions out of sincere interest -- not out of pushiness. I might say, "Sure, absolutely. If you don't mind me asking: What is it that you want to think about most?"

Potential buyers respond well to curious people. I also asked early in the conversation whether the person I was speaking with would generally make this kind of purchase decision alone or with a spouse. If it were the latter, I'd save time and come back later.

This same idea applies to phone calls. Feel free to ask a prospect early on who else may need to weigh in. At the end of a call, ask: "When do you see yourself talking about it internally and when could we connect again?" Be as specific as possible about the agreed next step.

### ***5. Don't Drag Along, Ask for Clarity, Position the Follow Up***

Sometimes, prospects are only claiming they need to think about it or discuss it with other people. They've already decided not to buy, and just don't want to break your spirit -- at least not to your face.

So how do you stop the cycle of endless calls to see whether they've decided?

Change the question. Don't ask people simply whether they have a decision. Instead, ask: "Can you see yourself making this purchase within the next month?"



### 1. Introduction:

"Hi! How are you?". This is it! Say these 4 words, then stop talking. The introduction is a question, and it's meant to illicit a response. If your customer doesn't answer this, they're not answering anything else, and you should move on to your next lead.

### 2. Story:

Tells who you are, what you're doing, and qualifies them for your sale.

Who you are: Tell them something they already know. Recognition is key here. You're selling PEACE OF MIND, say "I'm with PLANS FOR LIFE". "You know how most people would like to have peace and dignity? We're PLANS FOR LIFE, and we help with providing PEACE and DIGNITY when a loved one passes on. And we're based right here in El Paso, TX.

What you're doing: This preps your customer for what you're about to ask them to buy. Give them an idea so they can start thinking of how to use our service as you continue your talk. "We're in your neighborhood looking for new customers..." and in the same breath, qualify them:

Qualify them for the product/or service: "...*It would be ok*, if the family was prepared in that way, right?". "Everybody knows that day will come for us all, and so there's two types of people. The ones who pass on PEACEFULLY, leaving everything arranged, family taken care of, with preplanning, and the other type leaves difficulty, debt, insecurity, pain. Is that fair to say?"

Asking "right?" after your qualifying question gets them to say "yes". The more they say "yes" to throughout your talk, the more motivation they have to say "yes" to your close. Once you qualify them, that is, get a question here that they can say "yes" to, move on.

### 3. Presentation:

Now, mention three (and only three) benefits of PAMANA. You know dozens of reasons why PAMANA is worth buying, but the presentation needs to be quick and to the point. Save the other benefits for answering any questions they may have. For now, choose three benefits that directly relate to how they qualified for PAMANA. "Our plans (1.) Save most people from 20-50% of the cost of funeral plans from funeral companies (2.) Approve Everyone regardless of health (3.) and depending on age can start as low as under \$10 a month". Or, "Our plans give you (1.) Between \$5000 - \$25000 in benefits (2.) Can be used anywhere in the world (3.) and depending on age can start as low as under \$10 a month".

1-2-3 done. No more talking about your benefits.

\*\*Price Pitch: To pitch price, tell them how much it is using local example, how much it is through you, and how much they save. Use the word "dollars" to make things sound pricey and "bucks" to make them sound cheap. For example, "Local funeral companies sell these plans for many, starting at 50 dollars, but we sell the same one for just 30 bucks. That puts 20 dollars right back into your pocket!" Then seal the price pitch with an obvious "yes" question, such as, "you like your money, right?". And "yes" they'll say - and you go for the close.

#### 4. Closing: You're either moving the sale forward or you're booking an appointment to return

Yes, "assume the sale" - act as if they have already told you they want to buy. After all, they did just tell you "yes" (once, twice, maybe three times by now if you're getting good). The next sound out of your mouth is your closing sentence, and it gives them one of two choices. "So, would you like to enroll in the \$5 a week plan or the \$15 a week plan?"

OR- if they start pausing or moving towards, "My significant other helps with decisions, or I have to think about it" .. Agree with them. Being agreeable is easier and they won't expect that. So, next, say, "Most people want to make sure this is taken care of and it really just comes down to the cost. Right? What is an amount per week or per month that is more comfortable for you?"

If the issue is money, we'll find out right here. If the issue is anything else, we'll find out right here. DON'T PUSH. At the end of the day, they must keep paying for the plan. You may simply end up scheduling an appointment to come back.

Ask, "So, if you'd prefer, I can return within the next couple of days or next week to allow you some time to think it over? Maybe send you some of this via email? I can also confirm before coming back? Does an AM or a PM appointment, work best for you?". "Would \_\_\_\_ day at xx:xx or would \_\_\_\_ day at xx:xx be better? And I'd like to text you my contact info, including company name and website, what is your cell number? So, in order that we may respect each other's time, I'll contact you 1 day before our appointment at this number, and if anything changes on my end, I'll let you know immediately. Would you kindly do the same, and please write down our appointment time on your agenda, or would you like for me to send you an invite via email?"

While the words and structure of the script are important, the interaction between you and the customer is even MORE important! Pausing to let them answer is the key to engagement and will actively involve your customer in your pitch.

Asking questions, if they can say "no" that helps them to decide for themselves, that they do, want to buy your product. This will close more deals for you.

Ask for referrals.

Write out your script on a separate page. Practice it in front of a mirror and in front of another person a few times, then go out and conquer!