

Participant Guide

Session 6: By Phone or In Person - Which Should I Do?

*Use this to engage more fully as you listen to this session. Pause the video. Answer these questions as the session unfolds. Dig in.*

1. Before you watch this session, what is your preference when making sales calls – in person, or over the phone? What makes you most comfortable about your selection?

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2. What makes the phone efficient for you when making sales calls?

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3. What response will an Agent have from your phone call?

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4. By using the phone, what unspoken message(s) are you communicating to the Agent?

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5. How many marketers did the Metropolitan Agency tally in a month? What does that make you think or feel?

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6. If you are going in person, what are the benefits of calling ahead to make an appointment?

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7. What is important to remember about Insurance Agents?

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