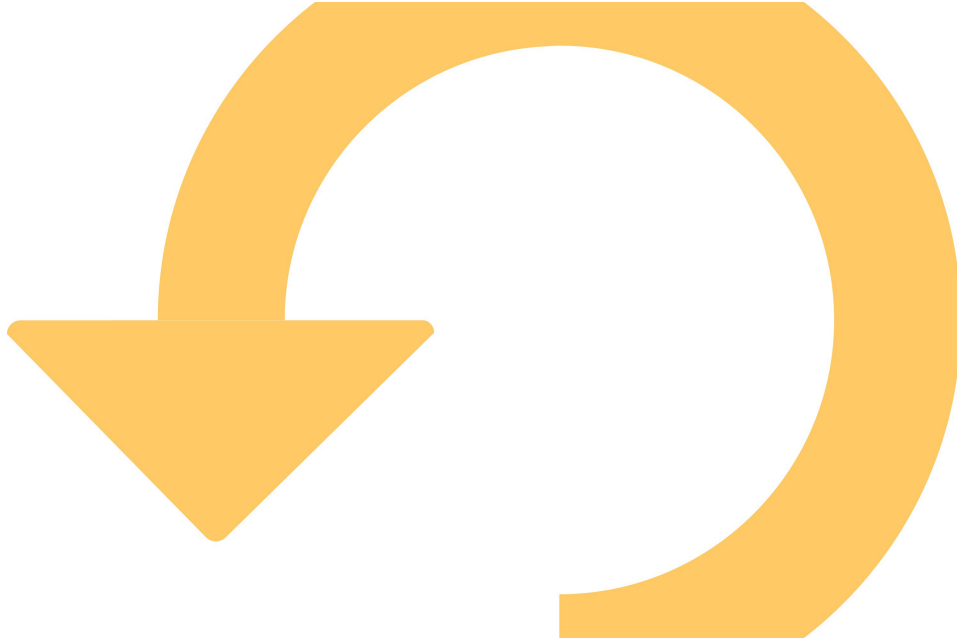


Summary Notes

Session 7: The Reason For The Repeat



1. The second cold call is a repeat of the first cold call visit.
2. This visit is about bonding and building rapport with the Insurance Agent.
3. By reviewing what you both discussed, you are increasing your know-like-and-trust factor.
4. This is also another opportunity for you to confirm if they are in the 60% category, or the 40% category.