



Great Sales Finishes

From **Partners**Financial member Jim Monteverde
The Monteverde Group, LLC

“There isn’t anything that can replace an intelligent question eyeball to eyeball with a client,” says Jim Monteverde. “If we have the ability, wherewithal and preparation to ask a person a question that is carefully thought out and phrased so that in the process of answering the question the prospect realizes they need our product and service – that has to be the highest plane of salesmanship. Ask a tough question, and then just be quiet.”

Jim Monteverde has collected these concepts from some of the industry’s greatest sales people. Mold them to your own personality, and then use them to open up your client’s mind and heart.

The Questions

1. What is your philosophy about life insurance?
2. Would you want to learn more about a professional organization who is trained, staffed, experienced, educated and committed to seeing that your family receives the maximum and the IRS the minimum of your lifetime of work?
3. Isn’t it a lot better to have coverage and not need it, than need it and not have it?
4. How much money would you take out of your business, Mr. Business Owner, if you did not have to pay tax on it and your CPA approved of the transaction?
5. What would happen to your family tomorrow if you stepped out of the picture today?
6. What’s the longest vacation, Mr. Business Owner, you feel that you can take? You went to the islands last week. What would have happened to your family if you had never returned?
7. How much is your wife going to receive as a monthly income for the rest of her life?
8. If you die tomorrow, recognizing that mortality is 100 percent for human beings, who is it going to hurt the most? How much is it going to cost? And how much do you really care?
9. Is there anything you can think of that can interfere with your plans or upset your budget?

For tips on how to use these concepts with your clients – and much more from Jim Monteverde – be sure to listen to Mike James’s interview with him on the 2010 Q1 edition of [Partners Voice](#).