

## B2B Approach: Quick Responses

### **Is this like Aflac?**

*Not exactly...why do you ask? Are you familiar with Aflac?*

### **I already have Aflac.**

*Great! Half of the people I talk to do. Most people have an accident or disability plan...is that what you have too? How long have you had it? Great! This is totally different.*

### **We already offer Aflac.**

*Great! Half of the places I work with do. How long have you had it available and how many people participate? Great! This will be easy to explain to you. We do things quite a bit differently, which is why so many people love working with us.*

### **Is this insurance?**

*Yeah, but not as you know it.*

### **Everything goes through corporate.**

*Well here's the good news! We have nothing to do with that; we just talk to individuals at the local level.*

### **I'm not the one to talk to./The owner or manager isn't here.**

*No problem! Here's the good news...We actually just talk to individuals anyway.*

### **We're not interested./I'm really busy./We don't allow soliciting.**

*A lot of people say that at first, but they still take a look at this, do you know why? Let me ask...If you get sick or hurt and can't work, you'd still like to receive a paycheck, right? Of course! That's exactly what we do.*

*It might be for you, it might not. But this will be really easy to explain to you. And I apologize, I only get a few minutes. Is there a place to sit down, or is right here ok? (break eye contact)*

### **We already have great insurance./We don't offer insurance.**

*Great! That's exactly why I'm here. Most people I talk to are in the same boat..so this will be really easy to explain to you. In fact...of these things, which would concern you the most?*

### **I don't have time right now./Right now is not a good time.**

*That's fine! I work better by appointment anyway. Does morning or afternoon usually work better for you?*

### **Are you selling something?/What are you doing/selling?**

*I'm glad you asked! Let me show you quick...*