

PROSPECTING PLAYBOOK FOR AFFILIATED ASSOCIATES



TRANSAMERICA®
AGENCY NETWORK

PROSPECTING PLAYBOOK

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Transamerica Agency Network's Prospecting Playbook for Affiliated Associates is designed to help you identify prospects, collect as much qualifying information as possible about each one and prepare you to call them to request appointments.

The playbook consists of two separate pieces. The first half is designed to help you think of as many people as possible and how to approach them. They will become your prospects.

The second half is used to record the prospects' names. Once completed, the playbook represents your market. This exercise is one of the most important aspects of your affiliation as an independent contractor with Transamerica Agency Network as it can help determine your success in this business.

No matter how much insurance knowledge an affiliated associate or manager has, they cannot make enough sales to succeed without enough prospects.

The Prospecting Playbook not only helps you to identify your market, it also shows you several ways to approach the members of your market. It is not intended to be your only training tool, but rather it is designed to ask you, "Can you see yourself talking to the people you know this way?"

HELPFUL HINTS AS YOU DEVELOP YOUR PROSPECTING PLAYBOOK

- Take a few minutes to think of names of people you know. You can look up addresses and phone numbers for them at a later time.
- Develop your Prospecting Playbook when you are least likely to be interrupted.
- Plan to work on your playbook several different times. It's better to spend three or four sessions documenting names rather than one long session.

PROSPECTING IS AN ALL THE TIME ACTIVITY

As you begin to develop your playbook, it's important to understand some basic principles of the prospecting process. Prospecting can be your biggest obstacle or your greatest opportunity. Affiliated Associates who are good at daily prospecting are on the road to becoming self-sustaining professionals who are in business for themselves.

To be successful, prospecting needs to be an ongoing activity. The following process will help:

▪ **Identify Prospects**

Develop a list of names using the sources on the following pages and continuously update your list.

▪ **Collect and Record Information**

Get as much information as possible for each prospect. If someone provided you with the name of a prospect, ask that person to let the prospect know you will be contacting them.

▪ **Analyze and Qualify the Prospects**

Based on the type and amount of information you have, focus your efforts on who needs insurance protection the most.

▪ **Plan and Rehearse**

Determine when to contact each prospect and what to say. Decide what sales tools to use, such as letters, brochures, etc.

▪ **Contact the Prospect**

Deliver your approach (see the sample scripts on the following pages), handle objections and ask for an interview.

▪ **Get Referrals**

Ask for names of others who the prospect cares about and might benefit from your services.



BEGIN DEVELOPING YOUR PROSPECTING PLAYBOOK

NATURAL MARKET

While you may be hesitant to contact this group of prospects, ask yourself, “How would I feel if something happened to a family member or close friend and I had not asked if they had someone taking care of their insurance needs?”

As an example, picture a situation where people were drowning and you had a life preserver to throw in the water to save lives. If some of those drowning victims were your family or friends, who would you throw the life preserver to first?

Many people come into our line of work because they were the victim of an unsecure future due to the loss of a loved one, which is a testament to how important it is to approach your family and friends.

Asking for an Appointment

“You know, <Name>, I have known you for years and you may have heard that I recently began working with <Agency Name>. I really enjoy what I’m doing and am beginning to understand the importance of what it is I do. With that in mind, it makes sense to me that I speak with those I care about the most to at least inquire as to whether or not they’ve taken the necessary steps to protect themselves and their families. Who helps you with your insurance needs? Or when was the last time you reviewed your insurance plan?”

If your family member or friend indicates they already have someone taking care of their insurance needs, you can continue with:

“I am glad to hear you’ve already taken some steps to protect <name of family members>. It puts me at ease knowing this is something you’ve addressed. As a <friend/family member>, I’d be happy to review your coverage to make sure that your agent has done everything for you that you need. You may find some options that you might wish to consider in addition to what you already have in place. In that case, you can decide for yourself whether you want to look into these options any further.”

THOSE WITH WHOM YOU DO BUSINESS

Once you've become comfortable using Transamerica Agency Network's sales tools and systems, it's time to approach people that you have an economic relationship with: people you know because you may do business with them. Individuals in this group may include your attorney, realtor, hair stylist, banker, auto mechanic, wireless salesperson, etc.

Although you are attempting to place insurance on these individuals, your main objective is to acquire referrals in an effort to expand your number of prospects. This market should be an excellent source of obtaining referrals as these individuals know people who do business with them.

Asking for an Appointment

From time to time you will probably find yourself in a situation where someone asks what you do for a living. You want to have an alternative to the obvious answer: "I sell insurance." The following is an effective way to answer the question, "What kind of work do you do?" This is your "elevator speech."

"Lots of people ask me that question. Let me tell you what I do. What people get from me is the peace of mind that comes from knowing that in case something happened to them, their spouse and children would have a plan in place to help secure their future."

THE RURAL MARKET

A market that can be overlooked and underserved is the rural market, which presents a great opportunity for you. The rural market includes small business owners with significant planning needs, and the products and services you offer can help them meet their financial goals.

SMALL BUSINESSES AND OTHER GROUPS

Small businesses are defined as those that have been in business several years and have less than 30 employees. This category is a great source of prospects because small business owners generally cannot offer their employees sufficient benefits, including insurance protection. However, to reach their employees, you must first contact the owner(s) of the business. If you are perceived as providing a good service for the owner(s), you are likely to have their permission to contact their employees.

Asking for an Appointment

Some of the approaches you have already learned can be used to introduce yourself to a small business owner. However, most owners share another common value: asset protection. Since most self-employed individuals have worked hard for their success, they usually will be receptive to talking about protecting their assets including their business. Following is an example of an asset protection approach:

"<Mr./Mrs./Miss Business Owner>, let me tell you the reason why I'd like to talk with you for a few minutes. I have some basic values that I'm guessing you also believe in. If you don't, just tell me, because if that's the case there is no reason for us to talk any further. One of the things that I feel strongly about is that if you work hard to build a business, you should be able to enjoy the fruits of your labor. Like in your case, you have built a successful business by working hard and making sound decisions. I believe that you have the right to determine what should happen to what you've created, not only now but long after you're gone.

People who get this far in life have one more decision to make. Usually most of them don't get around to making this decision, unless someone like me causes them to think about it. You need to find out what options you have to protect yourself and your business, and pick one of those options."

PERSONAL AND PROFESSIONAL AFFILIATIONS

This category includes people with whom you participate in sports, hobbies, alumni or fraternal organizations, and religious activities.

Asking for an Appointment

“As you’re trying to decide how to spend your money, chances are you wish you could take it all and spend it on the things that you can enjoy here and now. But you know that some of your money has to go for paying bills and taking care of other obligations. I’m here to urge you to consider one of those obligations that many Americans don’t consider. What would your family’s future look like tomorrow if something were to happen to you today?”



SOCIAL MEDIA

The final group in your marketing strategy is those you may have a “connection” with through social media. Though many of your friends and family are connected to you on social media sites, we’ve addressed them in a previous target market segment.

The real benefit of this market is the access you gain to prospects with whom you may not already have a strong connection. It is very easy to build a large network of potential prospects when you use social media in a positive and professional manner. This form of networking allows you to quickly establish relationships that would typically take a very long time to develop if you had to rely on face-to-face introductions.

- **Generate Brand Awareness Online**

Ensure you’re representing yourself in a professional manner.

- **Real-World Connections**

Your existing connections pave the way to a larger network.

- **Be consistently active**

You must continually engage and build relationships: always be connecting.

- **Always give before you ask**

There has to be time to get to know you, like you and trust you.

- **Throw away the notion of selling**

Educate. The greatest thing you can do is to make something understandable and to be able to relate it to your audience.

- **Don’t be afraid to be different**

Share your ideas, thoughts and expertise in a way people will remember you.



HANDLING QUESTIONS AND CONCERNS

Almost every prospect will ask questions at some point during the sales interview. Do not take these questions as a personal rejection or let them distract you from your ultimate goal. Help the prospect recognize the need to protect those that depend upon them.

As an affiliated associate, your objective is to educate the prospect by demonstrating the real advantages of life insurance. However, when a prospect is reluctant to take the action necessary to protect the future of those who depend on them, the following steps can help you address the prospects questions and concerns:

- **Listen to their position**

Pay attention to what the prospect says. Listen, remain silent and do not interrupt.

- **Understand their position**

Ask the prospect to repeat what he/she said, if necessary, to make sure you understand their reasoning.

- **Address the concerns**

Acknowledge the prospect's feelings and show empathy.

The following scripts are examples of how to handle common concerns you may encounter during a prospect interview:

ADDRESSING A "TYPE A" CONCERN

A "Type A" concern is one in which someone who depends on the prospect would suffer severe negative consequences if the prospect became disabled or died without insurance.

What to Say

"<Mr./Mrs./Miss Prospect's Name>, I hardly know you, but I do know you have a problem that needs to be addressed right now. You need to make sure that if something happened to you, <Children's Name> will be taken care of. And your <wife/husband>, <Wife/Husband Name>, can have a home for them, feed them and keep them in their same school. I know that you don't expect to die in the near future, but then again, nobody does. However, every year millions of people do. And many of those people leave behind families who are unprepared without means to survive on."

NO NEED AT THIS TIME

Another common concern is the prospect perceives him/herself as living a long and healthy life. You may receive a response such as “I’m only 43 years old and I’ve made it this far. I don’t see why all of a sudden there is a crisis.”

What to Say

“Your chances of living another year are very good. The chances are good that you won’t die next year or the year after that either. But you should ask yourself, ‘Are you comfortable leaving your family and their dreams at risk?’”

CALL ME LATER

Often times a prospect decides on a course of action without having the protection put into effect. Whatever rationalization your prospect uses to postpone taking action, it’s likely to be nothing more than procrastination. You may hear the following from your prospect: “I like what you’re showing me and I’m definitely interested, but this isn’t a good time to make any commitments. Call me four months from now. By then I will definitely want to do something about it.”

What to Say

“<Mr./Mrs./Miss Prospect’s Name>, in reality we never know when our time is going to be up. We live in an uncertain world with an uncertain future. Chances are nothing will happen to you during the next four months. The question you need to ask yourself is that knowing how tragic your death would be on your family if you died unprotected, can you afford to take the risk? Another element to this is your health. You appear to be healthy today, but if your health changes tomorrow you may never again be able to buy life insurance as inexpensively as you can today. Doesn’t it make sense to at least investigate this a little more now?”

I ALREADY HAVE INSURANCE

Many times a potential prospect will avoid meeting with you by simply saying, “I already have insurance and I think I’m in good shape.”

What to Say

“You don’t need to replace insurance that works well for you, but you do need to be sure that your plan is complete. I’d be glad to review what you’ve done so far. As a result, you’ll learn what other options are available to you. At that time, you can decide if you’d like to take advantage of one of these new options.”

I’M NOT GOING TO DO ANYTHING

Sometimes, no matter what approach you try, a prospect will not take the necessary steps that have been recommended to them. This does not signify your prospect will never obtain insurance to protect those that depend on them. As a result, there comes a time you need to end the interview and follow-up at a later time.

What to Say

“<Mr./Mrs./Miss Prospect’s Name>, I accept your decision that you don’t wish to give these ideas any further consideration now. I apologize to you for failing to make you see the value in my recommendation and the peace of mind that comes with knowing your family is protected.”

The Prospecting Playbook is your key to building a successful business. By following the steps outlined in this playbook, you will have a solid foundation to establish yourself as a life insurance agent. Only you are in the position to get people to think about their responsibilities to those who depend upon them.

No matter what category of prospect you approach, your mission is to educate them about taking the necessary action to protect their dependents from a potentially disastrous situation. Take pride in knowing your help will ease the financial burden many families face after the death of a loved one. Be proud of what you do as an advocate for life insurance.

With the stroke of a pen, you have the power to change people's lives and create an instant estate for the loved ones left behind.



ACCESS THE PROSPECTING PLAYBOOK ONLINE

Our easy-to-use online version of the Prospecting Playbook allows you to categorize and prioritize your prospects and select action items to help keep you organized.

To access the Prospecting Playbook online:

1. Type the following into your web browser: bit.ly/OnlinePlaybook
2. Select open
3. Once the online Prospecting Playbook Excel spreadsheet is open, please save it to your desktop so you can access it in the future by selecting the Excel worksheet.

BUILDING YOUR ONLINE PROSPECTING PLAYBOOK* IN THREE EASY STEPS

1. IDENTIFY PROSPECTS, COLLECT AS MUCH QUALIFYING INFORMATION AS POSSIBLE AND SELECT THE APPROPRIATE CATEGORY.

- **Natural Market**
- **Those With Whom You Do Business**
- **The Rural Market**
- **Small Businesses and Other Groups**
- **Professional Affiliations**
- **Social Media**

Easily download your LinkedIn contacts:

1. Login to your LinkedIn account
2. Click on your Profile photo and select "Settings & Privacy"
3. Select the link "Download your data"
4. Select the check box next to "Imported Contacts" and/or "Connections"
5. Click on the "Request Archive" (A note will say how long it will take to receive the information)
6. Once you receive the archive, simply copy and paste your LinkedIn contacts into the Online Prospecting Playbook*

Easily download your Facebook contacts:

1. Login to your Facebook account
2. Click the down arrow (▼) at the top right of any Facebook page and select Settings.
3. Click on "Download a copy of your Facebook data" below your General Account Settings
4. Select "Start My Archive" - your Facebook contacts will be sent as an attachment to the email associated with your account but please be patient as this may take some time
5. After you receive the email from Facebook, open the attachment and copy and paste your Facebook contacts into the Online Prospecting Playbook*

2. PRIORITIZE YOUR PROSPECTS IN THE ORDER YOU ARE MOST COMFORTABLE CONTACTING FIRST.

- **Top Tier Prospects**
Prospects you'd be most comfortable approaching such as close friends, family members, etc.
- **Second Tier Prospects**
Connecting with old acquaintances or professional contacts such as former classmates, extended family, connections from networking events, etc.
- **Third Tier Prospects**
Prospects you'll have to spend time with to establish a relationship.

3. STAY ORGANIZED BY SELECTING THE APPROPRIATE ACTION.

- **Approach**
Need to approach the prospect for the first time.
- **Appointment Set**
During the approach you secured an appointment.
- **Rescheduled**
An appointment was set, but was rescheduled by you or the prospect.
- **Appointment Held**
You met with the prospect.
- **Follow-up**
You left the appointment with action items and need to follow up with the prospect.
- **Re-approach**
Reconnect with the prospects that did not want to meet after your initial contact.



MEMORY JOGGERS

NATURAL MARKET

- Coworkers
- College Graduates
- Engaged couples
- Friends
- Next door neighbors
- Parents' friends
- Parents of your children's friends
- People in you wedding
- Prominent people in local and alumni activities
- Recently hired on a new job
- Recently married
- Relatives
- Salespeople
- Those recently discharged from the military
- Those with wealthy parents

THOSE WITH WHOM YOU DO BUSINESS

- **Automobile** - service, repair, sales
- **Clothing** - laundry, dry clean, tailor
- **Department stores**
- **Food** - catering, restaurants, delivery, waitresses, waiters
- **Household furniture, appliance or any kind of repair person**
- **Personal service** - hair, nails, cosmetology
- **Professional service**
- **Public** - utility repair person
- **Self-Employed** - small business owner
- **Shelter** - landlord, builder, carpenter, plumber, real estate agent
- **Anyone else from whom you buy goods or services**

THE RURAL MARKET

- Cattle farmers or ranchers
- Cotton planters
- Dairy farmers
- Fruit growers
- Grain growers
- Hog raisers
- Poultry raisers
- Sheep ranchers
- Tobacco growers
- Vegetable growers
- **Related occupations** - auctioneers, grain elevator operations, grange officers and employees, farm equipment dealers and salespeople
- **Any business establishment in rural communities with a population of 50,000 or less**

SMALL BUSINESSES AND OTHER GROUPS

- Area youth coaches
- Boy Scouts, Girl Scouts and similar organizations
- Businesses
- Church
- Clubs
- **Community service** - Red Cross, United Way and other community organizations
- **College students, faculty**
- **Former Job** - associates, customers, competitors
- **Fraternal organizations** - Eagles, Masons, etc.
- Hobbies
- Members of a civic group
- PTA members/officers
- Service club
- Sorority/Fraternity

PROFESSIONAL AFFILIATIONS

- **Accountants**
- **Architects** - homes, industrial, institutional, marine, landscape
- **Artists** - graphic designers, painters, sculptors
- **Clergy**
- **Coaches**
- **Cosmetologist**
- **Doctors** - physicians, surgeons, dentists, specialists
- **Engineers** - civil, chemical, radio, mechanical, electrical, sanitary, aeronautics, automotive
- **Judges**
- **Lab technicians**
- **Labor relations**
- **Land surveyors/planners**
- **Landlords**
- **Laundry**
- **Law Enforcement officers**
- **Lawn service**
- **Lawyers**
- **Leasing agents**
- **Legal field**
- **Librarians**
- **Lifeguards/swim instructors**
- **Limo service**
- **Lithographers**
- **Loan officers**
- **Locksmiths**
- **Lumberjacks**
- **Machinery operators**
- **Machinist**
- **Maids**
- **Management consultants**
- **Manufacturers**
- **Market researchers**
- **Marketing**
- **Martial arts instructors**
- **Mechanical engineers**
- **Media field**
- **Medical field**
- **Messenger service**
- **Meteorologists**
- **Mortgage brokers**
- **Motel owners/managers**
- **Movers**
- **Moving van operators**
- **Museum curators/workers**
- **Music teachers**
- **Musicians**
- **Nail technicians**
- **Newspaper pressmen**
- **Night school classmates/teachers**
- **Notary publics**
- **Nuclear engineers**
- **Occupational therapists**
- **Office machine repairmen**
- **Office managers**
- **Painters**
- **Pawnbrokers**
- **Personnel**
- **Pest control**
- **Petroleum engineers**
- **Photographers**
- **Physical therapists**
- **Pilots/flight attendants**
- **Pipe fitters**
- **Plant foremen**
- **Plumbers**
- **Podiatrists**
- **Postal employees**
- **Printers**
- **Production managers**
- **Professional athletes**
- **Psychiatrists**
- **Psychologists**
- **Public relations**
- **Purchasing agents**
- **Race car drivers**
- **Ranchers**
- **Receptionists**
- **Recruiters**
- **Repairmen**
- **Reporters**
- **Research analysts**
- **Respiratory therapists**
- **Restaurant owners**
- **Retail workers**
- **Retailers**
- **Retirees** - past & future
- **Roofers**
- **Salespeople**
- **Sanitation workers**
- **School board members**
- **Scout leaders**
- **Seamstresses/tailors**
- **Secretaries**
- **Service providers**
- **Shoe repairmen**
- **Singers**
- **Sociologists/social workers**
- **Speech therapists**
- **Statisticians**
- **Steamfitters**
- **Steelworkers**
- **Store clerks/managers**
- **Students/college** - MBA
- **Surveyors**
- **Talent agents**
- **Tax professionals**
- **Teachers** - grammar school, high school, music school, college, business, art, singing, dancing
- **Technicians**
- **Telemarketing reps**
- **Telephone linemen**
- **Telephone operators**
- **Temporary service**
- **Tennis instructors**
- **Therapists**
- **Tool & die makers**
- **Training**
- **Transportation**
- **Travel agents**
- **Tree service**
- **Truck drivers**
- **Tutors**
- **TV/appliance repair**
- **TV/radio announcers/producers**
- **Underwriters**
- **Upholsterers**
- **Vendors**
- **Waitresses/waiters**
- **Warehouse managers**
- **Welders**
- **Wholesalers**
- **Window cleaners**
- **Writers/journalists**
- **Zoologists**

SOCIAL MEDIA

- **Email Contacts**
- **Facebook**
- **Google**
- **LinkedIn**
- **Twitter**

OTHER

- **Discontent with current job**
- **Drives a foreign car**
- **Family in the city area**
- **Has a 401(k)**
- **Hates paying taxes**
- **Hunts and fishes**
- **Just promoted**
- **Just had a baby or has children**
- **Likes to have fun**
- **Likes to save**
- **Likes to travel**
- **Lives on a golf courses**
- **Makes \$100,000**
- **Most successful person you know**
- **Needs the most help**
- **Owns their own home**
- **Planning for college**
- **Refinancing mortgage**
- **Resume references**
- **Wants to retire**
- **Works nights**

NATURAL MARKET

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SMALL BUSINESSES AND OTHER GROUPS

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PROFESSIONAL AFFILIATIONS

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PROFESSIONAL AFFILIATIONS

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NOTES

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