



How to Sell Protection

Effortlessly package-sell Insurance Protection Products during a mortgage sale

Help your client to see the need for protection and then desire it .

Suitable for all mortgage advisers, both young and old, new or experienced who genuinely want to help their clients by being fully protected.

The one day workshop will teach you how to:

- Help your client see the need for life and health protection
- Turn this need into a burning desire
- Agree a budget for the whole package
- Sell a mortgage package elegantly with strong benefits
- Close and overcome common objections to ensure your client's authentic need is protected

The opportunity is there for you to help your clients fully insure their major outgoing.

Sainsbury's Bank this year warned that there are up to 4.2 million people that do not have life assurance with their mortgage. This equates to an estimated £217 billion worth of mortgages not protected by life cover.

Increase your chances of making the most of this selling opportunity by attending our results driven training workshop which will help you master the skills of including protection cover within a mortgage package for clients.

- Just one day's workshop will ensure you are "good to go" and sell protection, so only one day's lost selling.
- Maximise the revenue from each mortgage sale to beat the current recession.
- Treat your customer fairly whilst simultaneously increasing your commission income.
- Workshop led by sales experienced trainer with over 25 years involved in the frontline of selling insurance and mortgages.
- All tips shared are highly practical and can be used straight away.
- Lively and engaging training methods used.
- Everything covered is right now being used by top performing protection salespeople.

Call or email now to see how this workshop can benefit you



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