

# Personal Contact

An agent who is skilled at offering a quality invitation and controlling the point of contact can avoid the "Scenario of Disaster."

Scenario of Disaster
<ul style="list-style-type: none"> <li>▪ Your Enthusiasm Creates Curiosity</li> <li>▪ They Ask Questions</li> <li>▪ You Attempt to Answer the Questions</li> <li>▪ You Answer Incorrectly, with misinformation or incomplete information</li> <li>▪ They Jump to Conclusions</li> <li>▪ The Result is Failure</li> </ul>

## Points to Remember in Making Contact

1. Show enthusiasm. Don't be tentative. WFG is a first-class, professional, quality organization.
2. Don't get into extensive questions and answers. For you, as a new agent, it's premature to offer extensive answers as you may not know all the information. Instead, let them hear it from WFG's experienced leadership.
3. Bring the person to the meeting yourself. Whenever possible, arrange to pick your guest(s) up or, if they bring themselves, make sure to give clear directions to your office.
4. Whenever possible, invite the prospect and his/her spouse or partner. They are both decision-makers and should learn about WFG together.
5. Master the invitation to effectively communicate who we are and what we do.

## The 10 Points of Human Nature

It's important to learn, and remember, the following regarding human nature:

1. People are quick to jump to a conclusion
2. They're skeptical
3. They procrastinate
4. They set big goals
5. They're curious
6. They don't think they can sell
7. They don't like insurance salespeople
8. They would like to be their own boss
9. They would like to have a business of their own, **but ...**
10. They all doubt that they ever could or would

## Ethor

Once you develop your Top 25 list, you want to contact each person as soon as possible to schedule a time to meet and share information about WFG. One method of securing an appointment to meet prospects, while taking any pressure off of them, is by using ETHOR, which stands for:

I'm	<b>E</b>	XCITED
I'm in	<b>T</b>	RAINING
I need your	<b>H</b>	ELP
I value your	<b>O</b>	PINION
Ask for	<b>R</b>	EFERRALS