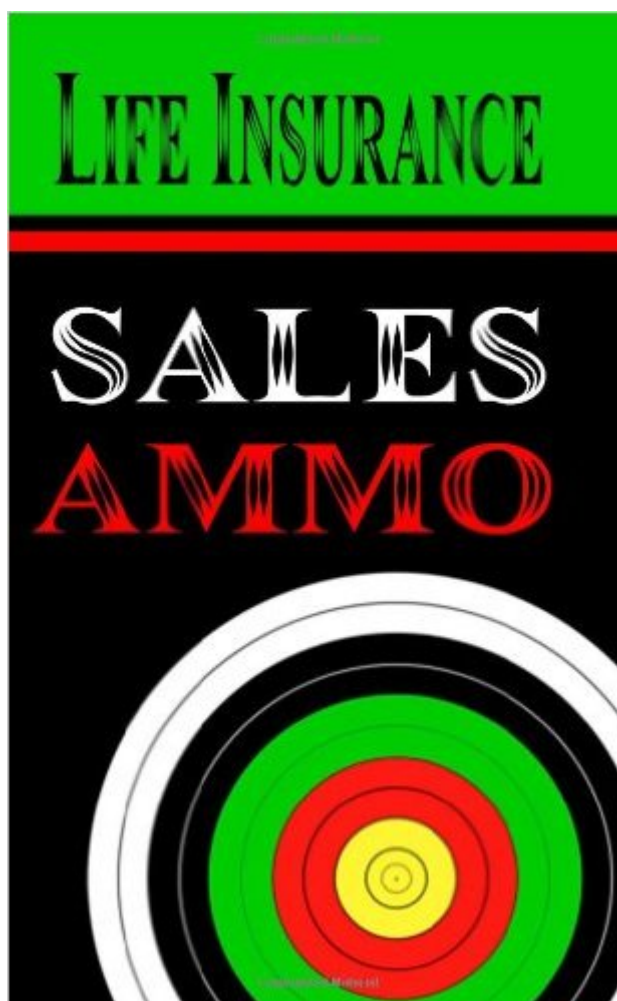


The book was found

# Life Insurance Sales Ammo: What To Say In Every Life Insurance Sales Situation



## Synopsis

This manual is a collection of hundreds of sales tips and ideas from over 30 years of meetings, discussions and on the job practice. Included are hundreds of Probing Questions, Answers to the most common Objections, and Power Phrases to take your sales to the next level! A MUST-HAVE Life Insurance Sales Handbook to help Life Insurance professionals dynamically increase their sales!

## Book Information

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Average Customer Review: 3.9 out of 5 stars [See all reviews](#) (23 customer reviews)

Best Sellers Rank: #238,598 in Books (See Top 100 in Books) #25 in [Books > Business & Money > Insurance > Life](#) #780 in [Books > Business & Money > Marketing & Sales > Sales & Selling](#)

## Customer Reviews

I've been an agent for about 15 years and have bought just about every Life Insurance sales book out there...along with a few overpriced "sales systems" (mostly in the first 2 years in the business). What I like about this little book is that it cuts through all the self-important b.s. that most so-called "experts" have to say about how great they are as agents, and gives you just the stuff you can use. There are no paragraphs or chapters, just 90 or so pages of bullet points with answers to objections, questions to ask the prospect etc. I've heard a lot of them over the years, but some of them are fresh ideas (at least to me). Some of them I'm not sure I would have the balls to say to a prospect. Some of them are just plain funny. I would recommend it to any new agent as well as to people like me who need some fresh ideas. Definitely worth the \$15.

I've been in this 17 years now...it's helpful to look back at some tried and true ways to position the product. Some oldies and goodies and some you may never have heard of. I like the value insurance provides...this helps me find great ways to present it.

This info is great to have. I don't appreciate some of the pressure sales talk but I guess it would be useful to have a swift comeback if a client got sassy! Ha ha! It's a bit much but, GOD, without it, the book would not be as much fun to read. It is a fun read. I have shared a couple of quips with colleagues and they were like, "WHAT BOOK IS THAT FROM?"!

Sales Ammo Is a great book to handle all the excuses people have for not having life insurance and closing the sale.

This is a great book for new agents who are entering the Life Insurance industry. Read the book, find what you're comfortable with saying to handle various common objections. Well worth the money. I provide it to all my new staff.

Quick Read. If your in insurance sales and you are in need of ways to rebuttal then this book will give you some ammonition.I gave the book a three star because I am a firm believer that if you do a thorough fact finder and a clear presentation, and what you are offering is clearly in the best interest of the client, rebuttals are not needed.

The author's family must be reviewing this book because I don't see how anyone could give it 5 out of 5 stars.It starts on Page 9. By page 12 it has already repeated (almost word for word) several points, for instance:Page 10 - "If there were a way to force yourself to create great wealth, you'd probably want to know more about it wouldn't you"Page 12 - "If there were a way to force yourself to create great wealth for your family, you'd probably want to know more about it wouldn't you"For a small book, I'm amazed and with the amount of repetition and grammatical errors that were made.Finally, the text/font is extremely poor. I have great vision so I can clearly see what a crumby print job was done for this book. All of the letters have that hazy look, similar to a document that's been photo-copied too many times. Many small dots surrounding each letter blurs every sentence and makes this a less enjoyable read.There are some good old points in this book, but nothing groundbreaking/original. It has a table of contents and is put together in a logical format. With that, I think I could have done better with my time and money.I recommend Advanced Selling Strategies by Brian Tracey. Even though it is not geared specifically at Life Insurance, I believe you'll get a lot more practical stuff out of Tracey's book.

As a buyer of life insurance, I recommend this to other buyers of life insurance. It gives you a good

idea of the script that an insurance salesman is going to use and how he/she might try to pressure you into buying. There are some tips in here that are absolutely scummy. No insurance agent with an ounce of self respect would use them. Thus it is frightening that the author says that this is a "handbook" of "a portion of the collective wisdom of successful life insurance agents across the globe." I would like this book more if the suggestions in any category were labeled and ordered from something like "good honest advice" to "pure misleading sleaze." Perhaps an even better book for consumers would list topics that buyers should ask about and then have the insurance agent comebacks, again labeled based on how honesty/sleazy they are. Insurance companies could also make use of this book by using it as a test for their agents. Ask them to identify the comebacks that shouldn't be used by anyone wishing to maintain the moral high ground. As a final thought, if insurance salespeople need "ammo," it means they view customers as nothing but targets. Thus, keep in mind, an insurance salesperson probably doesn't have your best interests in mind.

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