



## “How Do I Ask My Customer To Make A Decision?”

Once you have determined that an annuity may be appropriate, there are five ways to bring the sales process to a fruitful conclusion

### ▼ Paraphrasing Close

Restate the customer's want or problem, confirm the solution, and make a recommendation to buy.

*“Mrs. Jones, we've discussed how important it is for you to travel to see your grandchildren during retirement, and we know you don't want to take risks with your money. We've seen the benefit of tax savings. It makes sense to purchase the annuity today.”*

### ▼ Assumed Close

Begin asking the questions you need to complete the annuity contract, or ask for customer information which is needed to purchase the annuity. This approach often seems pushy to many salespeople, however, it is a clear signal to your customer that it is time to decide.

*“Should the annuity be set up just in your name, or in joint ownership with your husband?”*

### ▼ The Happy Customer Close

Here you are making your customer aware that they are not alone in deciding to purchase the annuity. In fact, this customer has needs similar to other customers who have purchased annuities before.

*“Mrs. Jones, I have had many customers with needs similar to yours. They have purchased annuities and are very happy. I think the annuity might make sense for you.”*

### ▼ The Better Choices Close

At this point, your customer has two choices, to continue to save as in the past, or to make their money work harder through tax savings.

*“Mr. Brown, this may be the first time you've had an alternative for your retirement savings. You can continue to save the old way, or receive the benefit of your money working harder with tax-deferral. I think the new idea makes sense.”*

### ▼ The Trade-off Close

Point out the trade-offs your customer is making so that they can see what they will receive relative to what they are giving up.

*“Mr. Smith, the benefit of the annuity is that your money works harder. Also, after the surrender charges period, you'll have access to all your money without insurance company surrender charges. Of course, you have to wait through the surrender charge period, but I think it's a good trade-off.”*