



**Quick Hit:
Using a Positive Tone**

As we continue to provide resources for insurance agents adapting their business for telephonic enrollments, here is a quick reference for using a Positive Tone.

Using a positive tone is always your best choice, even if you feel like the message may be negative. Always work on trying to help your client and build the relationship – and yes, it’s very possible to do outside of a face-to-face environment.

HOW TO CONVEY A POSITIVE TONE

Avoid Negative Trigger Words

Argue
Bad
Delay
Reject
Should
Not

Use Positive Words Instead

Easy
Clear
Ensure
Simple
Benefit

Don’t focus on the problem – focus on the solution or action instead. Also, avoid long explanations, state your facts and solutions simply and clearly.

USE ANTONYMS TO REMOVE THE WORD “NOT”

Instead of...

He did not accept help.
The office will not be open.
They were not present.

Use....

He declined help.
The office will be closed.
They were absent.

Tone is also present in written communication, whether it’s a choice or an accident. By choosing a positive tone over-the-phone or in written communication, you will build and maintain positive relationships, project a professional image, and more readily accomplish your goals.