Overcoming Common Objections
For Insurance Agents & Agencies

Do you feel confident in your approach to selling to prospects? Almost all agents think they could improve their sales process – ***especially when it comes to objections.*** Even the most outstanding health insurance agents will tell you that there is always room for growth – you are not alone.

Having the right answers to different objections is a problem ***faced by insurance agents daily,*** and if you get shut down on your first contact with a prospect, ***you won't make it far into your sales process.***

Here, we will go over how to overcome some more common objections and why these strategies are successful. ***Make sure to keep this eBook and our article on hand to help handle objections regularly!***

To help guide you through overcoming insurance sales objections, Agent Pipeline has gathered some common objections you might encounter & how you can overcome them with ease.

Confused Prospect: ***"I did not request a quote."***

Often, prospects do not realize that they requested a quote – or that requesting a quote meant that they would receive a phone call. In cases like this, establish a connection between you and the prospect as people – not as an insurance agent just trying to sell a policy.

Try This:

"I know you probably weren't expecting me to call so soon. Since we are already on the phone and I have your information available, I want to do my best to help you get the quote and information you were looking for."

"Would you want to have that conversation now, or would you like to schedule a call for another time?"

Why It Works

You are acknowledging the underlying meaning of what they said – without accusing them of lying. You are also bringing attention to the fact you can handle their needs right now.

Try This:

"Not a problem – I have a quote ready for you; I just need to verify your birth date."

Why This Works

When verifying the details, you can confirm that you are speaking with the person who requested the quote and reassures the prospect that you have the information they submitted. Already having the quote ready makes the prospect more likely to feel as if they might as well see what you have to say.

Annoyed Prospect: *"I'm getting too many phone calls."*

Being as a prospect's information can end up shared with more than one agent, it isn't always easy to control how many times they are contacted in a particular time frame. However, take advantage of having them on the phone and know why they are getting calls.

Try This

"I understand you may be getting more calls than you'd like because a few different agents have your information – I want to be respectful as possible with your time."

"Let's schedule a time to talk that is convenient for you. It will take no more than 10 minutes, and we can get you the quote that you were looking for."

Why This Works

This calms the prospects, as you recognize their situation without furthering any pressure. You are also giving them back control by having them choose when you call back.

Budget Prospect: ***"The quote is too high."***

More prospects are price shopping online, so I am sure you have heard this objection more times than you can count. With that said – we all know it can be tough to counter.

Try This

Show them how ***your coverage is better than your competitors*** – describe specific scenarios that the prospect might find themselves understanding how you'll have them covered. ***Always have a list of value-adding benefits particular to each carrier*** that go beyond just the insurance coverage. ***For example, you might offer corporate partners discounts such as hotels or home security.***

Why It Works

You bring other factors into the conversation that shows what they receive with that price to ***help them see the value – not just the price itself.***

Busy Prospect: ***"I don't have time to talk."***

Compared to previous objections – this one is pretty simple. ***Just go into the call with the mindset that the prospect may not be able to talk right now.*** Everyone has lives – so always go into every phone call aware that the prospect may need to schedule a call at a different time.

Try This

Schedule a time to either meet with the prospect in person or over the phone. The more flexible you are with time, the better. A prospect may need to talk outside of regular business hours or on the weekend – keep in mind, they have their work schedules.

Suppose you can't get them to schedule a specific meeting time, ***ask when they are typically free during the day/week.*** Then, follow up with them around that time via phone or email.

Why It Works

You are showing respect to their time and giving them some control over the process.

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Biased Prospect: *"I don't like that carrier."*

There are many reasons a prospect may not like the carrier you have offered them. Some have more reasonable explanations – some are not. Some may not even know the real reason for their bias. This can be tough because it can be hard to break a preconceived notion.

Try This

Find out the why. Your approach depends on what you learn from the prospect. For example, you suppose a prospect's previous agent was contracted through the same carrier and did not provide good service. In this case, you can reassure them about how you conduct business and how you take care of your customers. Address any other reasons of bias similarly.

Why It Works

Getting to the root of these hang-ups shows that you are listening to them and lets you address their concerns directly.

Phone-Shy Prospect: *"I thought I could do it all online."*

Some customers think that filling out the form online means that every step of the process will be online. Some customers who think this may be surprised, or even annoyed, that you called them.

Try This

"That's no problem. We can talk through email instead. While I'm talking to you, however, I need to verify your birth date to ensure I send you the most accurate quote possible."

If the prospect is more comfortable chatting over email, ***double-check their email while you have them on the phone*** to ensure they receive your messages.

Why It Works

This reassures the customer that they can move the conversation online, but you verify information that makes the call worthwhile. Checking their DOB helps you send them a more accurate quote via email.

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Meeting During a Pandemic: *"I'm not comfortable meeting in person."*

COVID-19 has affected everything we do, and the insurance industry is no exception. Meeting in person can be a challenge. There may be situations where you and the prospect feel an in person might be the most beneficial for you to help them choose the best coverage (for example, life insurance).

Try This

There can be ways to meet safely. ***Keep up to date with any regulations and health advice for your area, including guidelines.*** Reassure prospects that you follow all safety protocols, such as wearing gloves, a mask, or even possibly getting tested for COVID-19. You could also suggest a meeting location that is outdoors or where you could keep a safe distance.

Why It Works

Being informed about the situation and being transparent about your plans shows you are serious about making the meeting as safe as possible.

Stubborn Prospect: *If the talk tracks aren't working*

Unfortunately, there will still be occasions where the prospect does not respond in the way you've hoped. Maybe even using these talk tracks, you are still struggling with the objection. ***Likely, the prospect was not expecting your call and used any excuse to get off the phone.*** Instead of keeping them in your regular call list – ***put them on a plan to talk to in around 7 – 10 days.***

Why It Works

After time to cool off, the chances are the prospect is no longer receiving phone calls and has yet to accept a quote. If you wait to follow up with these prospects, you are more likely to have a productive and successful conversation and hopefully get them matched with and enrolled in a plan.

Conclusion

Adding these strategies to your arsenal will help you to ***better engage with prospects and help push them along your sales process.*** Even with calls where it doesn't work out, there is still potential to eventually get a sale. If you have invested time with a prospect but they aren't ready now – ***follow up with them a few months to a year later.*** People's situations change frequently. ***Next time you call, they may be prepared to enroll in a plan.***

For more information on combatting objections, contact Agent Pipeline at www.agentpipeline.com or 800-962-4693