

SALES

Cycle

50% **1**
Appointment
Schedule an appointment with a prospect

Needs Analysis
Perform a fact finder
10% **2**

Discovery
Identify issues in prospect's insurance portfolios
3 **10%**

Presentation
Present a solution utilizing company products
4 **10%**

5 **80%**
Writing Apps
Compel prospect to apply for insurance

The Goal:

Guiding your prospects through the five benchmarks of the sales cycle

