

Excusing Tire Kickers

From The Lot

Ten to 15 percent of seminar attendees generally aren't serious about moving forward with an appointment. So why approach them the same way you do everyone else? Casually relieve them of the pressure to book an appointment while simultaneously endearing yourself further to everyone else in the room with the following simple script.

"Ladies and gentlemen, as we close here tonight, you'll have the opportunity to choose a time to come in and see us here in the next two weeks. You can simply find the time on the form in front of you that works best and circle it. Now, here's the deal, and let me make this very clear: If you're not dead serious about your financial future and about putting together a sound strategy to help protect it, you should know something about us — we are. So if you're not serious about putting a plan in place to help protect that financial future, please do not circle one of those times."

[PAUSE BRIEFLY TO ALLOW EYE CONTACT WITH THE AUDIENCE.]

"See, here's the deal. You see my assistant there in the back? And my associate advisor over there on the side? And my marketing director there at the registration table? They're all dead serious about your financial future, and so am I. That's what we do for a living, and we are very, very passionate about it. So if you're not? We'd just ask that you not circle one of those times because we want to make sure they are left available for the majority of those here tonight who are very serious about their financial future because we want to make sure we're able to meet with them and help them.

"Now, I know what a few of you are likely thinking. 'But ... you bought us dinner. We feel an obligation to at least come in and see you.' Well, let me free you from that. Don't worry about that — I'm picking up the tab tonight regardless. So if you're *not* very serious or concerned about your finances? Hey, enjoy the steak — it's absolutely wonderful here, and we're really glad you came. It was wonderful to meet you, and if we can help you in the future, please let us know.

"But for those of you who are very serious about your future and about having someone come alongside you to help put a strategy in place to help protect it? We cannot wait to see you in the next two weeks! Thank you *all* for coming, and everyone enjoy the rest of your night!"