FOR YOUR TEAM · 7.0 MINUTES

THE MONDAY HUDDLE

Play the audio clip (**Umer-Khan-Closed-Monday-huddle.mp3**) at your team meeting: Justin asks why agents are scared to offer add-ons, and Umer walks through bringing it up at the start of the call, naming the co-pay, and matching the ACA max out-of-pocket. Then talk through these three questions.

1. On your last five calls, when did you first mention an add-on: at the start, at the end, or never?

2. Which number do you avoid saying out loud to a client (a co-pay, a deductible, the max out-of-pocket), and what would change if you said it first?

3. Umer sends the quote even on a no. What would it take for all of us to do that on every call this week?

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