



Agent Ray Gage

debriefing with L.J. Scamahorn

Wins \$200,000 prospect – **without quoting**

Background: **\$200,000 Victory – without quoting**

- Multiple partners
- Insured by 5th largest broker in Indiana for 15 years
- When Ray called they had another Top 5 agent who was being allowed to quote

Question: **What do you think the outcome would have if Ray did not have an Evidence Binder and his New Business strategy was to QUOTE ?**

LJ: Okay.....go ahead, Ray.

Ray: This particular account was one where I know the owner. I had the owner's personal insurance for like 15 years. For some reason, I don't even know why, though in the past he has had some partners and things like that, that kind of got in the way. He finally agreed to let me come in and talk to him about his business insurance. He said, "Well, you want me just to send you copies of our policies?" I said, "No, I don't want to see copies of what somebody else thinks you need or thought you needed 5 years ago – I want to learn what you feel you need." I said, "But, I want to come talk to you first." The reason I wanted to come talk to him first was because I wanted to him to see my **Evidence Binder**.

LJ: Bingo, because you had to change his perception of you...

Ray: Right. Otherwise he was just going to do the same thing to me that he had done with the other agents that asked him if they could Quote for the last 15 years.

LJ: Exactly.

Ray: Unless I talked to him first, and showed him the **Evidence Binder**, and he truly saw the Results I could create for him were going to be substantially better than what he was getting from his agent now -- then I was just going to end up the same as every other agent. Ironically this happened within 2 -3 weeks of coming back from the Vegas training.

LJ: Got it.

If your preference is to WIN new accounts **without quoting**.

Then please, make 100% sure they see inside your Evidence Binder (your Resume) both **COVERAGE** (how they could keep from losing their business) & **WorkComp Results** (how much LESS they could pay) with you as their agent.

L.J. Scamahorn
805-402-1134
www.EvidenceBinder.org

SEE
what the prospect
was seeing inside
Ray's Evidence Binder
(attached)

Ray: So when we sat down I said, "You know, Martin," and he had his HR person in the meeting, because she was going to be involved in the selection process, and I said to him, "Hey, Martin, you know, I just want to show you ... You know, you've talked to me over the years on things, and you have questions, and you have an issue on your personal lines that the gals in the office couldn't answer for you, or whatever." I said, "But, other than that, I have this feeling that you really don't know what I do. So I want to show you, and so I brought my Evidence Binder."

LJ: He actually said, "Evidence Binder?"

Yeah, he thought that was kind of a cool thing actually. I opened it up, and I started going through the Case Studies. And I focused on the message you branded on each one **"How to pay 29% LESS – without Quoting."** This is a big account, especially in my area. It's over \$200,000 in premium. This is someone who by all standards you would consider to be a sophisticated business owner, they know what they're doing. They run a tremendous business. Smart people. But then you start talking to him about the subject of "controllable premium or avoidable premium" and they really have no clue what you mean...or how much extra money they are paying.

LJ: Sure. If their agent NEVER educates them, how could the Employer be expected to know...

Ray: Absolutely. So I framed the conversation the way you suggested in the 1st Meeting Agenda. I said, "Listen, you know, you are already in the process of getting Quotes. You're currently with one of the Top 5 agencies in the state of Indiana from a size standpoint. The only other agency that you're allowing to quote besides the incumbent and me is also a Top 5 agency in the state of Indiana." I said, "So you're going to get really competitive quotes from the Insurance Companies. What I want to talk to you about is **how much we can save you after you get those quotes -- that has absolutely nothing to do with you handing me your policy, and asking me for a Quote."**

LJ: In fact, it has nothing to do with which Insurance Company you choose.

Ray: Right, so then I'm showing him ... my Evidence Binder which right now, as you know, is primarily focused on Comp.

LJ: Yes. But with 2 Coverage Case Studies in production.

I am including the first 2 Roman Numerals from my 1st Meeting BOR Coaching Agenda so you have the proper reference or if you feel a dab of coaching could help you.

Ray: So we have a class code Audit correction savings case study. And I pointed to the yellow highlight and made him see the words and said, “here’s another example of how we saved a Customer \$41,833 – **without Quoting.**” Then I showed him a couple of our Customers X-MODs that at one time were horrible – but now are great and this time I just pointed to the yellow bar and said “How did we save this customer 29% ?” and he said – “**Without Quoting.**”

You could see the repetition of seeing those Case Studies of my customers LOWER MODS really struck a nerve with him. One other thing and I almost didn’t do this, because I only have one COVERAGE Case Study at the moment.

I said, “Take a look these Pictures – the one that says (“**if I’d had a serious claim with my old policy – I’d have been out of business**”) I said – if there was any chance your Package Policy would put you in this financial position, would you want me to let you know ?” He said, “of course.” That was huge because it gave me a bigger opportunity an even broader platform to attack the other agent which I can share with you later.

LJ: So for now the good news is he doesn’t have to pay you anything more than he’s going to pay another agent, and whether you succeed in helping him reduce his controllable premium by \$20,000 or \$80,000 over time, his ROI by hiring you is almost infinite.

Ray: Right. Compared to the other agency. That’s what I was getting at with this concept of really focusing their eye on each piece of Evidence showing how much you can save, once you hire me, that has absolutely nothing to do with Quoting. By the way I used your Agenda outline and the **blue, goal setting trifold pamphlet** to get him to decide that his GOAL was to pay the lowest possible premium – not just get the lowest quote and be forced to pay whatever the insurance company tells him.

LJ: A little Coaching pays off again. Thank you for saying that.

Ray: Well I’m saying it because I saw the reaction on his face. If you say how to pay 29% less for insurance **Without quoting.** Basically what you’re saying is, “Listen, you could get a quote right now from 3 other agents, and all those agents might come in, and let’s say they would be 15 % less than you’re paying now, and you’re thinking to yourself “Wow I’m going to get a really good deal – but then I tell youWhat if you could pay **29% LESS than that, and it had nothing to do with you getting a quote ?**”

LJ: If I was your agent, and I allowed you to pay 29% more than you had to, would I really be doing the job that you expect?

Ray: Yep. That one, and then the other thing ... What’s funny is when you’re saying that LJ, it made me think, I wonder how much of that last question you asked is going through a prospect’s mind when you show them the final picture of you holding the BIG check, and the silhouette which says “How would you like to be the next Business Owner holding this check ?”

See Ray's
silhouette.

Is yours in your
Evidence Binder ?

LJ: You're the agent. You are watching their face – you tell me what you saw in their eyes.

Ray: Well I can now tell you....It's a lot more than what I would have imagined had I not witnessed what I'm going to tell you in a minute. Because there is something that really sinks in and sticks with people looking at the Pictures and the Checks. And it is dramatically different from just asking questions with no pictures.

LJ: Yes. That is consistent with what I hear. Which is why when you're moving through the Evidence Binder, and you're probably on like Case Study # 2, you want to plant the seed for what you know that you're going to reveal to them at the end. Which is that silhouette of you with the blank check. My suggestion is to plant the seed....with a simple statement like, "The other day I got to this point with another business owner and he said to me, "You know, L.J. , **"I'd like to be the one holding this check someday."**

So then in about 4 or 5 minutes later when you're finished with your 3rd Case Study, and the Owner now sees the actual silhouette picture of you holding the check , and you ask him, "Here's the last picture I want to show you. What's your answer to it ?" and it says, "Would you like to be the next Business Owner holding this check?" What do you think the Prospect is going to say?

Ray: If he says no, you probably shouldn't be talking.

LJ: Bingo.

LJ: Because once they answer that question it immediately allows you to say, **"Well, let's see how large it could be. Let's do our research, and see how large your Check could be."**

Ray: OK so let me go back to this \$200,000 account... After we did the Policy Review ... and we found some things that weren't going to be possible to get fixed before the renewal and I was having trouble getting a hold of the owner, because he was on the road quite a bit. So I talked to the HR gal. Her name was Kelly, and I explained all the issues to Kelly. I said, "You know, Kelly, here's what I'd like to propose to you and Martin. I'd like to help you on the issues that we've discussed, even though I'm not going to be your agent this year; with the caveat that I'm going to get to be your agent next year. Unless the relationship we have for free doesn't prove of any value." I said, "Does that sound okay?" She said, "Yeah, that sounds okay," And here's what shocked me , she said, **"But, does that mean I don't get to be in the picture?"**

LJ: That's amazing.



Ray: That's why I'm saying all this to you -- the power of that picture – what they remember is more than we realize, because I didn't expect that type of comment. It made such an impact on her that ... this was what she says to me **2 or 3 weeks after that initial meeting seeing the Evidence Binder.**

LJ: It was still stuck in her brain.

Ray: Yes. It was still stuck in her brain to the point she wanted to be in that picture.

LJ: Well, let's make sure we get her in that picture.

Ray: Absolutely we need to get her in that picture. Anyway, I think we started talking about this, because we're talking about the concept of everything that were doing with the Evidence Binder is not, Quote related.

LJ: Yes, exactly. In essence it is your agency's resume so they can see why their old agent can't do what you can.

Ray: The results that we have are so powerful that when we show them to somebody, even somebody who is considered a sophisticated buyer, the simple thing they remember, still is they want to be in the picture.

LJ: Human nature being what it is, everybody wants to feel that they're a Winner. They are succeeding. And when we quantify the \$ value so they can see the dollar value of what you as an agency have done – that their prior agents have not done – expressed with a check. I mean that's the purpose of the Evidence Binder right. To let you **interview for the job** – use the Evidence Binder as your resume...so they see why they now want you as their agent and not some agent just because he or she is a nice person or they went to school together.

Ray: Yeah.

LJ: As you say – some Buyers are smart and some are dumb. But both groups have one common denominator – everyone wants to save money.

Ray: Right.

LJ: The Good news is when other agents can't show Proof of their Successes because they either don't know enough, or don't care enough, or are too lazy. Those agents are the ones who are actually costing the client the extra premium, and the question is..... do they really deserve to be their agent?

Ray: Well, we all know that answer. They don't.

LJ: Agreed. Ray, that's a great story. Thanks for sharing.