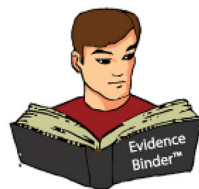


Here is the actual
email flow between young producer
Zach Ebersson and L.J. the 1st 30 days as he
encountered objections and questions
is using Case Study Evidence to get
3 times as many Appointments
as he had ever gotten before.

Producers name is... Zach Ebersson

***slides 7 thru 10 are his actual Call sheets**



WINS again

Your Agency's Resumé

Evidence Binder™

"Less Talk – More Pictures"

Prospects BUY... by simply Seeing
PROOF of what you have already done.

Using Evidence to Increase Appointments

- **From:** Zachary B. Eberson [<mailto:ZacharyE@mcmahonagency.com>]
Sent: Tuesday, August 04, 2015 12:39 PM
To: LJ Scamahorn
Subject: WC Evidence Binder mail outs update
-
-
- Hi LJ,
- Attached are my log sheets for the first two weeks using the new WC initiative.
-
- Positives: I have gotten 2 appointments after mailing out only one case study.
-
- Surprisingly - one of them called me. I did not even have to send them the other two case studies.
- Another positive is that it is gaining intrigue with the prospects.
- After mailing the first case study and I call to follow up I'm getting a lot of
- **"Yeah, I got your letter. I don't understand, how did they get this check?"**
-
-
- This gives us the advantage because the insured has a million questions
- and we can tease them by sending another case study to grow impulse again.
- After sending the second email is when I was able to set my **3rd appointment.**

(Agent Report - Page 2 / Blue = L.J.'s responses)

Objections: Below are some of the objections I have been getting.

“I’m not interested in insurance, we already have it.” -

This came after “... (blank client) is paying 28% less than you for insurance”.

What would you suggest we say, L.J. ?

L.J.'s response: I understand you have insurance.

The question is...Do you absolutely really want to keep paying the insurance company 28% MORE than your competitors ?

“Wait, my what number? My agent would probably know that” -

This came after “...I’m curious as to what your opinion was on the case study I mailed out”.

L.J.'s response Let me ask you this ...Have you told your agent you want to pay the lowest possible premium ?

A:

So if he has you paying 28% MORE premium than your competitors – do you think its’ time to get a 2nd opinion ?

**Summary: Keep them focused on the PROOF /RESULTS
of what they have NOT seen before or thought was possible by another agent
(you)**

We are keeping the pipeline stocked and are sending out the Evidence as we go on these appointments.
We will keep you updated as I make more calls.

*Zachary B. Eberson
Account Executive*



From: Zachary B. Ebersen [<mailto:ZacharyE@mcmahonagency.com>]
Sent: Friday, August 14, 2015 5:38 AM
To: L.J. - Evidence Binder.org
Subject: RE: prospecting

Also, I talked to another business owner.

He said "Oh yeah, you're the one who has been bombarding me with those fliers"

I was preparing to be in defensive mode, but his next words were

"Listen, I'm going on vacation for 10 days, but are you available that Thursday I come back?"

This is getting fun.

*Zachary B. Ebersen
Account Executive*

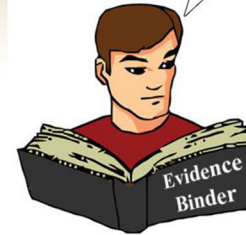


ZacharyE@McMahonagency.com
P: 609-399-0060 C: 609-226-6423

Easier Closing = \$

- From: Zachary B. Eberson
 - Sent: Tuesday, August 18, 2015
 - To: L.J. - Evidence Binder.org
 - Subject: RE: One Call BOR
-
- The 2nd appointment I got a Broker of Record in 1 face to face call.
 - It was wonderful feeling...for me to have the power – not the prospect.
-
- In the past we ([Andy-Scott](#)) have gotten 20-30 BOR's, but it usually requires a long dance.
 - Example: We dig and find pains with current agent. We compare our services versus the current agents. We break their claims down so they could see the 3 year repayment costs. Set up a service plan. Double check "are you comfortable firing your current agent and hiring us?".
-
- Then we deal with any mixed feelings, maybe go through the dance again and finally get them to the point where
 - 1. They are willingly ready to make the switch
 - 2. There is no chance of buyer's remorse.
 - **This would take 2 meetings – sometimes 3**
 - **and lots of things can go wrong in between.**

Scott, I've seen enough of your Case Studies. What paperwork do I have to sign to get started ?



Evidence Binder™
WINS again

Since mailing the new 3 in 1 Case Studys from our Evidence Binder before going to SEE them there has been NO dance.

It's been "I've seen the pictures (Results)... I'm not happy... show me what you are going to do and I'll move. "

Before most prospects I would meet expected me to Quote to earn their business.
(and in our market about 8 of 10 employes are already with the best carrier)

What is different now –

is that by mailing the Case Study Evidence in advance –
letting the Owner compare our results to theirs –
then at their office showing them our complete Evidence Binder
(spreadsheets/how we have done it for others)
it seems to give them the reason they need
to switch from their old agent to us.

It basically takes a 3 week process and turns it into a 40 minute process.

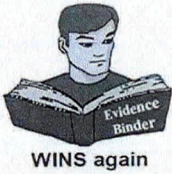
When you get the appointment – the sale is 90% made.

It's like the first owner Scott showed the Evidence Binder to who said...
"Scott I've seen enough. What paperwork do I have to sign to get started?"

L.J. that is a long winded answer, but feel free to reword.

Zachary B. Eberson
Account Executive

①



Evidence Binder™

"The Simplest Way to Sell Insurance...ever Created"

Prospects BUY.....by simply Seeing PROOF of what you have already done.

Producer: Zach Ebersson

Week of: _____

Expiration Month: _____

Maximum - 5 prospects / week

Employer	Week 1									Week 2				Took Call Y/N	Set Appt Y/N	Mail are you sure? ****	Mail and Phone last chance don't get stuck \$	Notes
	select	1 of 3	people	Day 1		Day 3		Day 6	Day 7	Day 8	Day 9							
	VM - Assumed Permission *	talked to decision maker Permission Y/N***	talked Influencer Permission Y/N***	email CS # 1 Pdf & Jpeg	mail	email CS # 2 Jpeg	mail	return receipt Y/N	call / VM email #3 Jpeg Mail # 3	CALL for APPT	Call for APPT	Call for APPT						
1 Cape May Vet			✓	✓	✓	✓					✓							
2 WET Co	✓				✓	✓					✓							
3 Select Builders	✓				✓	✓					✓							
4 Wysocki Electric	✓				✓	✓					✓							
5 Tri County Termix	✓				✓	✓					✓							
#1 6 Gallaber	✓	✓			✓	✓							Y	★			She called me	
7 Modern Metals wife	✓	✓	✓		✓	✓					✓		Y	★				
8 Amber Electric	✓				✓	✓					✓							
9 Stabin's South			✓		✓	✓					✓							
10 Cape Atlantic		✓			✓	✓							Y	★			* BoR 7 Days renewal	

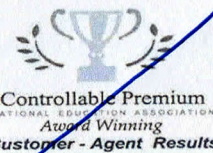
TOTALS

P=Permission
 * Voicemail assumed Permission
 ** Talked to decision maker Permission Y/N
 *** Talked to secretary/influencer Permission Y/N

Scan & Return to



McMahon Insurance



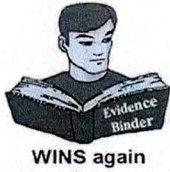
**** You have Lowest Rate Insurance Company

Why have an agent who lets you pay 18% More than your Competitors?

3 for 3

0 pending

2



Evidence Binder™

"The Simplest Way to Sell Insurance...ever Created"

**Prospects BUY....by simply Seeing
PROOF of what you have already done.**

Producer: Zach Ebersen

Week of: _____

Expiration Month: _____

Maximum - 5 prospects / week

Why would any Business Owner want to see you....IF..... you cannot show them any Proof of how much LESS they could be paying had they been a Customer of yours ?

	Employer	Week 1 120 days pre-expiration							Week 2				Took Call Y/N	Set Appt Y/N	Mail are you sure? ****	Mail and Phone last chance don't get stuck \$	Set Appt Y/N	Notes
		select	1 of 3	people	Day 1	Day 3	Day 6	Day 7	Day 8	Day 9								
		VM - Assumed Permission *	talked to decision maker Permission Y/N**	talked Influencer Permission Y/N***	email CS #1 Pdf & Jpeg	mail CS #2 Jpeg	email CS #1 Pdf & Jpeg	mail CS #2 Jpeg	return receipt Y/N	call / VM email #3 Jpeg Mail #3	CALL for APPT	Call for APPT						
1	Swim Again Park			✓	✓	✓					✓							
2	Island painters	✓			✓	✓												
3	CMC Air		✓		✓	✓								N				
4	M+M Line Paint	✓			✓	✓	✓											wanted
#2 5	Bradshaw & sons	✓	✓		✓	✓	✓						★	Y			★	Answers on phone "Happy" w/current
6	Accent on Beauty			✓	✓	✓	✓					✓		N				Later
7	Raff Scrap Iron			✓	✓	✓	✓							L				NO Man
8	Cam Den Glass		✓		✓	✓	✓							N				
9	Forsis Painting			✓	✓	✓	✓					✓		★	Y			
10	PineLand		✓		✓	✓	✓					✓		N				Not interested now
TOTALS																		



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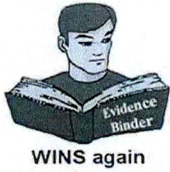
Scan & Return to



 You have Lowest Rate Insurance Company
 Why have an agent whose lack of Knowledge & Work causes you to pay 18% MORE than your Competitors ?

2/4 openings

2



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Prospects BUY.....by simply Seeing PROOF of what you have already done.

Producer: Zach Ebersson

Week of: _____

Expiration Month: _____

Maximum - 5 prospects / week

Why would any Business Owner want to see you....IF..... you cannot show them any Proof of how much LESS they could be paying had they been a Customer of yours ?

	Employer	Week 1 120 days pre-expiration							Week 2				Took Call Y/N	Set Appt Y/N	60 Day Mail are you sure? ****	40 Day Mail and Phone last chance don't get stuck \$	Set Appt Y/N	Notes
		select	1 of 3	people	Day 1	Day 3	Day 6	Day 7	Day 8	Day 9								
		VM - Assumed Permission *	talked to decision maker Permission Y/N***	talked Influencer Permission Y/N***	email CS #1 Pdf & Jpeg	mail CS #2 Jpeg	email CS #2 Jpeg	mail CS #2 Jpeg	return receipt Y/N	call / VM email #3 Jpeg Mail #3	CALL for APPT	Call for APPT						
1	Swim Again Pools			✓	✓	✓					✓							
2	Island painters	✓			✓	✓												
3	CMC Air		✓		✓	✓								N				
4	M+M Line Paint	✓			✓	✓	✓											wanted
#2 5	Bradshaw & sons	✓	✓		✓	✓	✓						★	Y			★	Answers on phone "Happy" w/current
6	Accent on Beauty			✓	✓	✓	✓					✓		N				Later
7	Raff Scrap Iron			✓	✓	✓								L				NO Man
8	Cam Den Glass		✓		✓	✓								N				
9	Forsso Painting			✓	✓	✓						✓		★	Y			
10	PineLand		✓		✓	✓						✓		N				Not interested now
TOTALS																		



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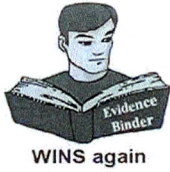
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 You have Lowest Rate Insurance Company
 Why have an agent whose lack of Knowledge & Work causes you to pay 18% MORE than your Competitors ?

2 m4
 opening

3



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Week of: _____

Expiration Month: _____

Maximum - 5 prospects / week

Why would any Business Owner want to see you.....IF..... you cannot show them any Proof of how much LESS they could be paying had they been a Customer of yours ?

Employer	Week 1 120 days pre-expiration									Week 2				60 Day	40 Day	Notes		
	select	1 of 3	people	Day 1	Day 3	Day 6	Day 7	Day 8	Day 9	Take	Set	Mail	Mail and	Set				
	VM - Assumed Permission *	talked to decision maker Permission Y/N***	talked Influencer Permission Y/N***	email CS #1 Pdf & Jpeg	mail CS #2 Jpeg	email CS #2 Jpeg	mail	return receipt Y/N	call / VM email #3 Jpeg Mail #3	CALL for APPT	Call for APPT	Call for APPT	Y/N Y/N	are you sure? ****	Phone last chance don't get stuck \$		Appt Y/N	
1 Coleman Electric		✓		✓	✓									Y	N			Get Audit, renew in May
2 Dick's Electric		✓			✓									P				
3 Distinctive Design		✓			✓									✓				
4 Coastline cooling		✓	✓	✓	✓	✓								P				
5 Caproni Sewage		✓	✓	✓	✓	✓								P				
6 Utech's Marina			✓	✓	✓	✓								P				
7 Paul's Pest	✓			✓	✓	✓								P				
8 Gofers Cleaning		✓	✓	✓	✓	✓								P				Called me
9 J. Short		✓		✓	✓	✓								Y	✗	Later		Com back @ renewal
10 Konopka Refrigeration	✓			✓	✓	✓								Y	✗			Appreciated Call Back
TOTALS																		



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Scan & Return to

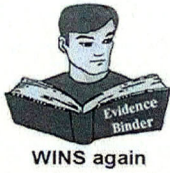
7



 You have Lowest Rate Insurance Company
 Why have an agent whose lack of Knowledge & Work causes you to pay 18% MORE than your Competitors ?

2 for 3
 4 pending

4



Evidence Binder™

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Prospects BUY.....by simply Seeing PROOF of what you have already done.

Producer: Zach Ebersson

Week of: _____

Expiration Month: _____

Maximum - 5 prospects / week

Why would any Business Owner want to see you....IF..... you cannot show them any Proof of how much LESS they could be paying had they been a Customer of yours ?

Employer	Week 1 120 days pre-expiration									Week 2				Took Call Y/N	Set Appt Y/N	Mail are you sure? ****	Mail and Phone last chance don't get stuck \$	Set Appt Y/N	Notes
	select	1 of 3	people	Day 1	Day 3		Day 6	Day 7	Day 8	Day 9									
	VM - Assumed Permission *	talked to decision maker Permission Y/N**	talked to Influencer Permission Y/N ***	email CS #1 Pdf & Jpeg	mail CS #2 Jpeg	mail return receipt Y/N	call / VM email #3 Jpeg Mail # 3	CALL for APPT	Call for APPT	Call for APPT									
1 Resdel Corp	✓					✓												DM is in PA	
2 Cape Shore Landscapes			✓			✓					✓								
3 Point 40 Diner		✓				✓					✓			✓	*				
4 Arc of Salem	✓	✓				✓	✓	✓											
5 Acherail Giver		✓				✓	✓				✓			✓	*			NS Man	
6 Westside Meats	✓	✓				✓	✓				✓			✓	N			NO	
7 Wildwood Linen	✓	✓				✓	✓							✓					
8 Post Plumbing	✓					✓	✓												
9 Mid Atlantic Cos Ark	✓					✓	✓				✓								
10 Archer Exteriors			✓			✓	✓												

TOTALS

P=Permission
 * Voice mail - assumed Permission
 ** Talked to decision maker Permission Y/N
 *** Talked to secretary/influencer Permission Y/N

Scan & Return to



 You have Lowest Rate Insurance Company
 Why have an agent whose lack of Knowledge & Work causes you to pay 18% MORE than your Competitors ?

5 → 2 for 3
 2 pending



Summary

- Of the 19 Owners who have given Zach permission to mail our Case Study EVIDENCE
Thus far, 9 have agreed to give him an Appointment (7 Now – 2 closer to Renewal)
- 5 of the 19 declined after seeing the Evidence
5 are still pending their assessment

Conclusion: We succeeded in getting 9 of 14 (63%) of Owners to make appointments after reviewing the Evidence.

Noteworthy: 3 of the 9 Successes were initiated by leaving a Voice Mail prior to mailing the Evidence.

How much more Commission would you have if 63% of the Owners -- you want to see -- agreed to let you see them ?

How hard is for a prospect to want to do business with an agent – even the BEST agent - who chooses to remain a SECRET ?

L.J. Scamahorn
805-402-1134

PS. I can send you my audio debrief with Zach – if you like.