Here is the actual email flow between young producer Zach Eberson 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 Eberson

*slides 7 thru 10 are his actual Call sheets



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?

Δ.

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. Eberson [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. Eberson



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.



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



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Prospects BUY.....by simply Seeing

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

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Maximum - 5 prospects / week

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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.