



Dustin Boss  
CWCA

from 40% Success to 100% - plus more Appointments

## Agent “Successes” using Evidence Binder™

Dustin Boss debriefing with L.J. Scamahorn

- L.J.:** Any big news with the Evidence Binder this week?
- Dustin Boss:** Oh man, we had one, a place called L Dean Shipyard, and that went awesome when we pulled out the Evidence Binder. It's such a natural... people know these companies, it makes the value we bring – without quoting so credible. We love wrapping up our first meeting with it.
- L.J.:** Yeah, it's an easy way for them to see they would be better off with you –versus the agent they have now.
- Dustin Boss:** It makes our job of “selling us” so simple; just turn the pages.
- We get to the end of our first meeting and say, **“At this point, we’d like to share some pictures of employers that were once at the same point you are today, but decided to move forward, and this is what we ended up doing for them.”**
- That’s kind of our pivot.
- L.J.:** It's like your Dad and I talked the other day. It's the visualization of what is possible... when they work with the right agent – versus the wrong agent. Without you having to talk about yourself.
- Dustin Boss:** The pictures convey so much more Authenticity than we can say with words- because the Customers are right in the pictures with us.
- L.J.:** Exactly. That’s why it works so well.
- Dustin Boss:** For us, **showing the Evidence Binder is an awesome leverage point to stop ... because** typically as an agent, you're stopping and your asking, and asking turns you into the Salesman. By showing the Evidence of what we have done for others, you're leveraging. You just want to share your good deeds.
- L.J.:** Yeah, and let them decide if they'd like to have the same results.
- Dustin Boss:** Sure. And the reality is – they do. Why would they want to pay more – once they see they don't have to
- L.J.:** Exactly.... so far we're what ...three for three?



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**Dustin Boss:** We're up more than that. We've done some more. We're actually 5 for 5. So L.J. What were the first two questions you talked to me about again?

**L.J.:** After you shown the Business Owner your Evidence Binder the 1st question is...  
*Is there anything about the results achieved by the employers whom I have been privileged to work with -- that you don't want for your company?*

The 2nd question is.....  
*Based upon the results you've seen, do you feel we're Qualified to help you improve?*

At this point, you want to see if they have any other options, right?

**Dustin Boss:** Yeah.

**L.J.:** This allows you to bring their current agent into the dilemma.

**Dustin Boss:** Yeah.

**L.J.:** *# 3 Do you have an agent or anyone else on your payroll who has a track record to take you from the surcharged extra premium you are being forced to pay today to an ex-mod that's like our customers.*

**Dustin Boss:** Yeah. That's very good.

**L.J.:** Ok so to summarize -- let me go back and ask about the improvement you and Randy have experienced. Before you had my Evidence Binder, ballpark on commitments to go forward on your action plan what % of prospects would agree to do that 50%? 60%? 40%?

You know, it's hard [inaudible 04:51]. We have 30% - 40% go forward. Then once they sign the Action Plan, after that, they're golden.

Exactly. If we can move up that percentage to 60% go forwards even though you are running at 100% right now - 5 for 5 - man we've moved the needle a lot. It's big money.



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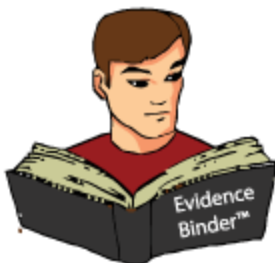
**Dustin Boss:** I agree, big money. Here is another point you should know L.J. The Evidence Binder – those pictures are getting us more 1st meeting opportunities than we’ve gotten in the past. And I’ll argue getting the 1st meeting is probably the hardest thing to get. We’re getting in to see these people because they see the Results.

**L.J.:** Sure. Why would any Business owner want to see you – or any insurance agent - if you can’t show them a Result that is better than what they have now.

**Dustin Boss:** Yeah.

**L.J.:** The way it works though is that they see the Case Studies by email and mail....asking Permission to see them. Then when you sit in front of them you get to show how the math became the math, the premium savings - and then you get to answer the HOW question, which is what’s on the right direction award. So it becomes understandable and logical to them how you guys can create a better result - a lower premium without quoting - even though their old agent has told them “he is doing everything that can be done.” Does that make sense?

**Dustin Boss:** Absolutely.



WINS again

Your Agency’s Resumé

# Evidence Binder™

*“Less Talk – More Pictures”*

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