

The Bill Levinson FOCUS



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Try these **ultimate door openers** to impress and entice prospects

Bill L. Levinson

Getting a prospect's attention is tough. Getting them to hear your presentation is even harder.

It can be daunting, discouraging, and downright frustrating.

If you're in this business for the right reasons, then you genuinely want to help your clients while they're living AND secure the financial future of their loved ones when they pass.

While it's a noble profession, prospects often don't want to give you their time. Considering the average person sees 5,000 ads a day, you need strong positioning and offers if you hope to distinguish yourself from the noise.

At Levinson & Associates, our agents are equipped with an arsenal of tools, proven to elevate their status and appeal. We call them the Ultimate Door Openers. And they start with sprucing up your title...

Put yourself in a prospect's shoes for a moment and think about which title you trust more: "ABC Insurance agent Stewart Parker" or "Stewart Parker, Certified Financial Education Instructor, ABC Co.?" The choice is obvious.

More than a title, certifications carry an inherent value and elevate your authority above your competition, before you speak a word.

After gaining their attention, the next challenge is booking an appointment... another arena Levinson & Associates agents excel. One of the perks any prospect or client can expect after meeting with an agent is a free \$500 scholarship — whether they purchase a policy or not.

In other words, Levinson agents reward prospects just for meeting with them. And if they buy, once qualified, clients receive up to a 1 year free scholarship at 370+ colleges and universities across the country!

If you're ready to stand out and offer prospects more, consider switching to an IMO that works harder to get your foot in the door. •

Bill L. Levinson is the managing partner of Levinson & Associates, a national life and annuity IMO since 1972 found online at www.carylevinson.com.

