

Im going to go over everything door knocks.

Common mistakes, voice tones, body language, scripts, moves to get you in the house

3 mistakes AT THE DOOR:

Don't knock enough doors 20

Don't knock door enough times 5 knock

DON'T Make a move.

Bonus tip: route your leads, keep notes on lead, organize your leads by zip

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Each lead deserves 6 attempts before you shelf it.

Morning Knock/Dial write it down

Lunch Time Knock/Dial write it down

Afternoon Knock/Dial write it down

Primetime Knock/Dial write it down

Weekend Knock/Dial write it down

6. Do the opposite of what you've been doing. If you dial, go knock. If you knock, dial them up.

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I'll go over scripts but before that you gotta know the moves. because NO script is going to help you get in the door if you don't Make a Move at the end of your door approach.

I've done in-home, face to face sales for the last 20+ years. And Whether it was vacuums, frozen steaks, water softeners, home warranties, home security systems or final expense.. They all had one thing in common and that's THE move..

We've all seen the movie where a couple is in the car after a date. And one of them, without saying a word, just leans in towards the other, while looking down at their lips.

The natural reaction is to meet them halfway. You can have the best door approach in the game. You may take that girl or guy on the best date they've ever been on.

But if you don't have the move mastered. You won't be able to close the deal..

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Moves: I just need to go over that information real quick, do you mind...

Remember in the movie, the person leaning in for the kiss isnt staring them in the eyes.

That's creepy. No, they are looking down. Same thing on the doors. Always look down when you are making your move.

Ikey Shuffle- do you mind, look at feet and shuffle.

I just need to go over the information you requested and mark you off the list. Shoes on or off

I just need to go over the information you requested and mark you off the list. Inside or out

Do you have a place you like to sit

Corner of the table to set my stuff down

Let me go grab your stuff I'll be right back

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Before I go over scripts. I want to go over tones and body language:

Body language: Count on them watching you. I want to be a little disinterested looking. Kinda looking around.

You can be on the doormat or you can be back several steps and act small.

I want my shoulders facing somewhat the direction they are going to be looking when they answer the door. I don't want them to open the door to a squared up stranger...

Tones: You want to match their frequency. Think of the person answering the door like different music Genres. Are they Metal? Are they classic rock? Are they smooth jazz? Are they R&B? What's their AGE? Kid? Male? Female? Enthusiasm isn't always the answer.

I had a young male answer the door, may 25 y/o. ....  
When his grandma came to the door my tone was completely different.

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Lead mindset. Don't complicate it. The best leads are the leads you can get the most of. Get as many leads as you can. The best leads are MORE LEADS>  
Get leads, be curious about those people. You'll Never know until you knock..  
I mean, How many lead cards have you sent in? Very few if any.  
Like they sent the card in, now my job is to get them the information.  
Don't overthink it..

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**Check Lead Door Approach (again mindset first)**

TONE: Just dropping by, no biggie.

Hey (first name), my name is \_\_\_\_\_. I work for North American Senior Benefits.

They just sent me out here to **drop off the free benefits** that came with that check you cashed last week. (Do you mind...) (If you want more you can do this...)

I'll go over that information with you real quick, and leave you my business card.

So if you have any more questions

And if y'all have any questions or need my help anytime you guys can call me. I'm going to leave you guys my card that has my cell phone number. I'm out here every week.

(Look down and Walk into the house to go over the free-living benefits)

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**The Dude Approach- Cunninghams Law (This is great if you have a lead for an older MAN) (Or if you can tell the person that answers the door is a bit cranky...)**

Cunningham Law Pitch— Cunningham law is basically telling the person the incorrect answer to get the right answer. Basically using all their auto response objections against them..

“Im not interested” “I don't have time” “Im busy” blah blah blah.

TONE: Detached. No enthusiasm

Hey Paul, sorry to bother you, I know you're super busy. They just sent me out here because we got this request you sent in a while back. I know you forgot and were not really interested. I know you don't have time for this. But if you could help me out, my job is to go over the discount program and mark you off the list. I can do this inside or outside you tell me..

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**4 Point Door Approach w/ Shoes on or off move.**

TONE: Congratulatory, high energy.

1. Hello \_\_\_ My name is...
2. We Got it...
3. YOU qualified...
4. I need a few minutes to go over this...

Hello Paul, my name is Isaac, Im the field underwriter in you area. Hey, We got the card you sent in. Wanted to let you know you did qualify. I just need a few minutes to go over the benefits with you...Shoes on or off)

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**Short. Sweet. Simple. FILM THE FEET**

TONE: Quick but detached

Hey (first name)! My name is \_\_\_\_\_...

I'm the local field underwriter here in your area...

(While putting hand out and looking at neighborhood)

We got the card you sent in.

I just need a few minutes to go over the information you requested... (Show card, while shuffling feet toward door and looking down at their feet)

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**The “Let me go grab my stuff” Approach!**

TONE: Nonchalant and Quick

Hey (first name)! My name is Isaac Smith, i'm the field underwriter in your area.

They got the request that you sent them about some of your updated benefits.

They just sent me out to make sure that your health is what you said it was. But you look good!

Any recent heart attacks or strokes in the last 12 months?

(While walking away) Ok cool, let me go grab my stuff real quick, I'll be right back, it'll be quick.

(Keep walking away)

(Go to car, grab stuff and walk back into house) (assume the walk in)

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- TRY THE I'M SORRY, I THINK I'M AT THE WRONG PLACE. I had something to give to NAME...
- Try the I know you're not interested.
- Try the let me take a look at the system here... while opening up ipad, seeming kinda confused. Confirm some info. Let's see, ah ha I think we may have resolved this... is see your bday is... address.. check... ok I'm on the medical side, I just need to go over some health questions, do you mind...
- Run the T (Field underwriter, Helping out Mr Johnson next door with some of his state regulated benefits.)
- Leave a Delivery Note, Post it. And what to say when they call back.
- No time right now, I'm busy. Ok perfect me too. I can definitely see if my schedule has any openings. Hey let me ask.. i'm actually on the medical side. They just sent me out here to verify health... Rabbit Trail Approach- Use health questions.
- Rebuttals- I'm actually on the medical Underwriting side of this, I gave the sales team the day off today
- Rebuttals- would you be opposed to just letting me do x so at least I can mark you off the list?
- Rebuttals-
- Have gifts in the car. **Do a car set up video**

### **Camera Shots**

- Walking towards the house with the wave.
- Walking in front (left, right) p
- Film Feet
- Walking down stairs
- Getting out of car
- Talk about things you notice about the house as you approach, take notes, cars, oil stains, yard items. Etc
- After getting denied at the door, falling and pouting.
- B roll footage. Wide to tight coming down the stairs in the apartment complex.
- B Roll side angle walking.
- Driving down the road
- B Roll ground and up to full body shot Isaac from behind. Walking away and standing at door.
- B Roll ground and up to full body shot walking towards.
- Be roll, ground up to full shot of Isaac, Making turn up driveway.
- B Roll, ground and up to full shot walking up stairs
- B Roll, feet to knees tracking while going up stairs.
- B Roll shoe shot, knee to shoe, with shoe in center of shot
- Foreground shots while at the door or walking across screen. Flowers, pillars, plants, trees, garage wall.
- B Roll, any cute pets in the house.
- End of presentation hug.
- End of presentation ask customer "how they feel they will benefits from this life insurance, how will the family benefit"?

**Talk about activity in the car**

20/4/7 Activity!

20 Lead Door knocks per day minimum.

4 Presentations per day minimum.

\$7K per week minimum.

20/4/7 Activity Sheet

How to track your door knocks. On the lead.

Preparation (know names of people, funeral homes and streets in area

Body Posture at the door. Where or how to stand.

100 Door knock and 100 Presentation Learning curve

Door to door sales is the purest form of sales. You, a binder, the pavement and toughest form of competition. yourself. Being successful door to door is worth, i dunno, 3 college degrees?

**Talk about in the studio**

How to organize leads

How to organize your vehicle for door sales, office for phone sales.

**One liners while walking up to house**

You never know until you knock

Do the math on what you get paid per knock. Track how many doors you knock for a week, calculate the deposits, divided by the number of doors you knocked. Most people get paid \$75 per knock regardless if they don't answer.

Prime Time is where 70% of your sales come from. Mon-Fri 5-9 Sat 9-3

Some coaches train what they did, we train what we DO!