

## Unlocking Life Insurance Sales With The Ultimate Life Insurance Fact Finder And Questions

The gap between 589,000 and 800,000 life insurance policy sales per year will not be solved by facts and logic alone. The solution lies in helping advisors tap into their clients' emotions—the real drivers of buying decisions.

With over 108,000 life insurance agents in Canada, each selling an average of only 5.45 policies annually, it's clear that current approaches aren't working. Advisors need a strategy that cuts through the noise, gets results fast, and creates lasting connections. The Ultimate Life Insurance Fact Finder does exactly that by shifting the focus from facts to emotion, helping advisors close more deals quickly and efficiently.

Here's what makes The Ultimate Life Insurance Fact Finder so effective: it equips advisors with the right questions to uncover clients' core motivations. The key is to stop wasting time on surface-level conversations and go straight to what really matters for clients.

These questions get to the heart of why clients make decisions. By using these powerful, direct questions, advisors can move beyond transactional selling and close more deals faster. Clients make decisions based on their emotional needs—this approach helps you tap into that and deliver results.

Ask questions like:

1. What do you do?
2. How did you get into that?
3. Why do you do it?
4. What do you like about it?
5. What would you change about your life if you could?
6. Where do you see yourself in the next 3-5 years? Where will you be going? What will your life be like?
7. What do you care about?
8. Who do you love?
9. What is important to you?
10. What are you concerned about?
11. How do you want to be remembered?
12. What's been one of your most challenging times, and what pulled you through?
13. If you were going to make positive changes in your life/business/career and invest in these changes, what would be three results you would want to get?
14. If you could only have one of those, which would you pick and why?
15. If you followed through and made this change, that produced the result: How would your life/business/career be better? How would it be greater? How would it enhance your life over the next 5 – 10 years?
16. If you didn't make this change, get this result, follow through, and achieve this, what would it cost you over the next 5 – 10 years?
17. How important would it be for you to get this result?
18. What is the result worth to you?
19. If you were confident that making an improvement would lead to the desired result, would you take action?
20. Is this something you want to do?

21. Do you want to do this while you still can?

Why this approach works:

- **Focus on Results:** Advisors will learn how to drive conversations that lead directly to sales.
- **Proven, Actionable Tools:** This method gets straight to the point, empowering advisors with practical steps they can use right away.
- **Maximizing Efficiency:** By combining life insurance with financial and estate planning, advisors can offer a one-stop solution, saving time while increasing sales.

If you're looking for a strategy that delivers faster results and higher sales, The Ultimate Life Insurance Fact Finder is the solution.

Ready to elevate every area of your business?

Whether you're focused on refining your vision, strategic planning, building or hiring a strong team, succession planning, marketing, or increasing sales, I'm here to help you unlock your business's full potential.

Let's work together to achieve your goals.

Call 250-248-6012 or click the link below to schedule your free consultation with Simon Reilly. We'll dive into your unique challenges and create actionable steps to take your business to the next level, whatever your focus may be.

<https://leadingadvisor.as.me/callwithsimonreilly>

Thank you for the opportunity to be of service.

Simon Reilly  
Leading Advisor