

Agent of Progress Research Project Loss Test

The Agent of Progress Research Project Loss Test is a diagnostic assessment tool that identifies areas of ineffective marketing and sales activities and identifies opportunities to increase results by utilizing findings of the 25-Year Agent of Progress Research Project to enhance revenues.

1. Do you know how to observe your prospects' behavior and identify the losses they are experiencing that you and your programs, services and/or products would mitigate or prevent? Yes ___ No ___
2. Do you communicate benefit statements to your prospects? Yes ___ No ___
3. Do you market to prospects through the communication of loss statements? Yes ___ No ___
4. Do you efficiently and effectively sell your programs, products and services to qualified, analytical prospects? Yes ___ No ___
5. Do you know the difference between a credibility and efficiency objection? Yes ___ No ___
6. Do you employ a memorized, sequential system of action steps to sell your prospects? Yes ___ No ___
7. Do you know the communications difference between teaching and selling? Yes ___ No ___
8. Do you know the communications difference between marketing and selling? Yes ___ No ___
9. Do you know the emotion that prevents a prospect from "buying"? Yes ___ No ___
10. Do you know the brain function that allows a prospect to buy? Yes ___ No ___

5 or more "NO" answers suggest that your current marketing and sales practices will cause your unnecessary loss of \$1,000,000, or more, of your career business earnings and compensation.

The Problem:

Traditional communication, marketing, and sales methods waste time providing unnecessary information at inappropriate times. This unnecessary information immobilizes prospects' minds, creates inertia, and prevents "sales", increasing stress and decreasing compensation for life insurance agents.

The Solution:

The Agent of Progress Communication, Marketing, and Sales System manages prospects' brain function, creates desire and causes sales, decreasing stress and increasing compensation for life insurance agents .

