

Door Knocking Tips

- If somebody answers but your prospect isn't home, ask what type of car they drive and if they park in the garage or driveway. That way, when you pass by again, you will know what type of car to watch for and won't waste time getting in and out of your car to see if they are home.
- Always knock the carport side of a trailer park home. Carport doors get the majority of the traffic and that is the door friends and family use. You want to be considered a friend.
- Use the three-knock approach.
 1. Ringing the bell.
 2. Knock on the screen door, and
 3. Open the screen door and knock on actual door, loudly.
- If you try your hardest and you can't get in the door, make sure you set a specific date and time to come back. If they are unwilling to give you a specific date, then they probably won't talk to you when you come back.

Door Approach Script

This is the simple door approach. This script will get you into 50-75% of the doors you knock.

"Hi, I'm looking for Prospect's Name. Yes, you spoke with one of our agents requesting information and I just dropped by to explain it. It takes about 10 minutes."

Door Objections Scripts

"What is this all about?"

"This is the supplement for the Social Security death benefit of \$255. You spoke with one of our agents, I dropped by to explain it and see if you qualify."

"Who is it?" (Through the door and the prospect won't open it?)

When somebody asks that through the door, they aren't really asking...who is it? They are actually asking...are you a serial killer or a door-to-door salesman. They don't open the door because they don't want to talk either of those people.

This is what you say, *"I am looking for Gladys Jones."* THAT'S IT! Don't say another word

and 90% of the time they will open the door and talk to you because they will know that you are neither a killer nor a door-to-door salesman.

"I want you to call and make an appointment"

"I am really busy, can you call for an appointment?"

Prospect: "I'm sorry I really can't do it right now, I don't even have 10 minutes."

Agent: "Tell you what, I don't have much time so I can skip all the extras and make it 5 or 6 minutes."

Prospect: "Ok, I guess."

(If they deny it again, say this)

Prospect: "No, I don't even have 5 minutes."

Agent: "Ok, how about later today?"

Prospect: "No, that won't work either. I have a church meeting tonight, and I really just can't do it today."

Agent: "Ok, that's fine. I will be around most of tomorrow too, I'll try back then."

Prospect: "Yes that should be fine."

Why we say it:

Suppose you hear the TV in the background and they are still in their PJ's, chances are they aren't that busy. Try to get in the door the best you can, because many times they say "set an appointment" just to get rid of you. This also gives them time to think of a better excuse to permanently get rid of you the next time.

If you exhaust all efforts and they still will not let you in, try to set the appointment for later that evening. Setting up 'soft' appointments for the evening is how you can keep working well into the night and is great for the winter daylight issue.

Every now and again, you will run into somebody that without exception must have an appointment. With these people, set the appointment, but, make sure that they are dependable. Set the day and time right then and there. If they say, "Give me a call to set the appointment," in my experience, most individuals who insist on a phone call aren't serious and will turn you down when you call; however, there are exceptions. With experience, you will get better at recognizing the prospects you want to spend your time on.

"I thought somebody would just mail the information."

"I didn't want anyone to stop by."

Agent: "I'm really sorry about that. I was just up the road visiting an appointment and I thought I would just swing by and see if I could catch you home. I seriously didn't mean to offend you. I will call next time. Since I'm here, can we set an appointment? How does tomorrow look for you?"

Why we say it:

These individuals are adverse to sales people and don't like high-pressured salesmen (who does?), because they usually end up buying the product. When you are talking to somebody like this, be genuine and DON'T USE TECHNIQUES. Try to be the furthest thing from a stereotypical salesman as possible by being yourself.

At this point most people will ask you for an appointment. Try your best to get inside and make the sales presentation. If they simple won't let you in the door, set the appointment.

**Caution: Only go through the appointment process if 1) it is convenient for you, 2) you know you'll be in the area, and 3) you think the prospect really is interested. If you are really scattered around that week between territories, appointments will make your life miserable. There is no guarantee that the prospect will keep the appointment and if you take an hour out of your day to drive 30 minutes and they aren't there... you will get frustrated.*

"I'm not interested?"

Agent: *You spoke with one of our agents right? (Don't wait for an answer)*

Prospect: Yes

Agent: *So, what was it about the call that made you want to learn more about the State Approved program?*

Prospect: I just wanted the information

Agent: *Well, my only job is to give the information and see which programs you qualify for. From there, what you do with the information is up to you. I don't even care if you throw it in the trash after I leave. Tell you what, I'll skip all the extras and make it real quick for you, because I have another appointment here in the next few minutes.*

(Brush off your feet and start moving toward the door)

Your prospect is right...they aren't interested yet, because they haven't had a chance to hear what you have to say. However, NEVER SAY THAT! I always hear of new agents telling the prospect, "How do you know you aren't interested...you didn't even hear what I have to say." This is a stupid response which focuses on one person, YOU! The prospect doesn't care about you. They care about themselves. You need to show them

how this information will affect them, and show them that you aren't going to waste a bunch of their time sitting around their house talking for two hours.

"Somebody already explained the information to me?"

"That must have been somebody else; I am the only one who has received this information, so nobody else has been here for this. I can skip all the extras and make it real quick for you."

It's possible that at the time your prospect sent the card in they spoke with other telemarketers or completed mailers for competing companies, but you don't care about that. You are there to explain the information for the card they mailed to you. So, don't let them brush you off with this. Stick to your guns and get in the door.

"I already have all my final expenses covered?"

That doesn't make any difference. This can go along with whatever else you already have. I'll skip all the extras and make it real quick. Would you like to talk inside or out? (Be very assumptive and this will work most of the time)

"If it costs money, I don't want it?"

It's free information. My only job is to give the information and see which programs you qualify for. From there, what you do with the information is up to you. I don't even care if you throw it in the trash after I leave. Tell you what, I will skip all the extras and make it real quick for you, because I have another appointment here in the next few minutes.

Some agents hear this and walk away. Those agents are losing sales because you don't really know what the prospect's situation is. Try and get into every person's door who says this, and you will make some sales. Guaranteed!

Door Knocking FAQ

What do I do if I simply can't find them home?

If you are like most FE agents, there are 2-5 prospects a week that you simply can't find home. If you have been to their home 5+ times over a span of several days and can't catch them, here is what you do. Write on the back of your business card:

**Tom,
Call me. It's important.
Wendell 123-123-1234**

Don't feel like you are trying to trick them. You aren't. Is it important? YES! And if you don't think it is, then I would suggest doing some more studying. Plus, it's important to you...isn't it?

How do I get passed locked gates surrounding the home?

Locked gate that surround the house are much more common in the inner city than in country or farm areas. If you approach a home and there is a huge gate you should do the following (in order):

- Tap on the gate with your keys to make sure there isn't an aggressive dog on the premises.
- If gate is unlocked, let yourself in and walk to the front door.
- If gate is locked or a dog is aggressive, loudly call from the gate, "Hello?"
- Call the prospect on the phone using the number provided on the lead card. If they answer say, "Hi, Mary? This is _____ I'm just out front, but the gate is locked/dog/etc. and I just dropped by to get you that information you requested...." Make sure you open the phone conversation with "I'm just out front..." This will help them feel a little more urgency to go outside and talk to you.
- Place a note in the mail box that says:

*"Mary, I tried to contact you to get you the information you requested.
Call me ASAP, it's important."
-Wendell 123-123-1234*

If you are calling the prospect because they have a gate you can't get through, make sure you ask, "Is there a code or anything I will need in order to get in?" Often times they will give you the code to the complex. If they do, save it in your GPS so you can enter with ease the next time you have a lead in that community.

What do I do if my lead prospect is located in a gated community?

If you are working in a wealthier area you may find yourself in communities that are gated and/or have a guard at the entrance. If that should happen, do the following (in order):

- If the community is gated but does NOT have a guard, simply wait at the entrance and follow/tailgate a car in. Don't worry about being sneaky, family and friends of the residents do this all the time. After all, once you make the sale you will be considered a friend too.
- If a guard is present, simply tell him/her this:

"I am trying to get a hold of _____. They spoke with us and wanted some information. I am here to explain it to them."

Sometimes, this is enough for the guard to buzz you in, but other times he or she will have to call the prospect to 'verify an appointment'. This is typically a bad sign because you don't have an appointment. If the guard starts to call the prospect, stop them. Let them know you don't have an appointment and not to bother with the call because you are going to call the prospect to set up a time. Take note of these complexes because, in them, your only option is to call ahead and try and set up an appointment.

- Call the prospect to get an appointment. Once you have an appointment with one lead, you will have access to the complex and can visit your other lead prospects because you will already be in the community.