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The Why Occupations

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The Plus Group – Audio conference



The Why Occupations

1. Their Importance to You and to The Standard
2. Physicians vs. Why Occupations
3. How to Sell to Why Occupations
4. Determine Your Prospects' Purchasing Power

The Why Occupations (cont.)

5. Establish that the need is recognized by Why Occupation prospects
6. Educate your prospects until they believe in the value
7. Close the sale
8. Manage the transaction process of underwriting and policy delivery

Please contact your local Plus Group office for more information. Go to www.plusgroupus.com or call 800/831-1018.

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