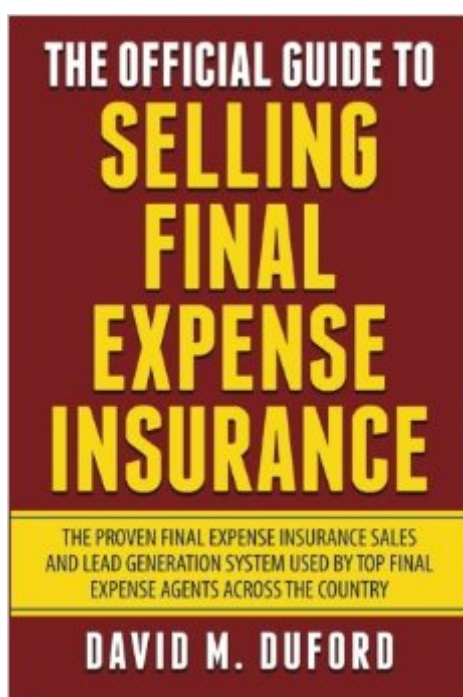


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# **The Official Guide To Selling Final Expense Insurance: The Proven Final Expense Insurance Sales And Lead Generation System Used By Top Final Expense Agents Across The Country**



## Synopsis

The Most Comprehensive Guide To Successfully Selling Final Expense Life Insurance - From The Perspective Of A Time-Tested, In-The Trenches, Final Expense Agent! With more people now than ever interested in selling final expense life insurance, it is now more important than ever to develop a comprehensive approach to lead generation, prospecting, presenting, and closing final expense life insurance business. Taking his own experience successfully selling final expense burial insurance and from his experience training hundreds of final expense agents nationally, David Duford has put together a strategic system of selling final expense within this book, designed to maximize new and experienced agents' success. The Official Guide To Selling Final Expense Insurance provides the strategies and tactics to develop agents into top-producing final expense agents. This handbook explains how to: -Ensure you find the best final expense agency to partner with. -Duplicate David's system of success that he teaches his final expense agent partners. -How to effectively sell final expense in a low-key, customer-focused approach, maximizing income and quality of business.

## Book Information

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## Customer Reviews

I picked up this book because FE may be a complimentary line of business I may consider adding in the future. David Duford has really outlined THE way that you can truly be a gentleman and sell life insurance in an ethical and professional manner. If you want to be a true professional in selling Final Expense policies, this book is the blueprint you need to take you from being a person people want to avoid... to being the professional people want to see and feel comfortable doing business with. HIGHLY RECOMMENDED!

This book is a practical guide that feels like a behind-the-scenes look at what to avoid, as well as how to succeed, in final expense. It is obvious that the author has a deep understanding of the pitfalls to look out for, as unsuspecting agents may not be aware of the tricks employed by some marketing organizations and recruiters in the industry. Objection handling, lead generation and handling, even down to what to wear on appointments - this is a very thorough book and very nicely laid out. Great job!!!

This book is great for beginners and seasoned FE agents. I would have greatly benefited from this reading had I read this as a new agent. Unfortunately, I had to learn the FE biz the very hard and costly way especially with selecting the best FMO/IMO to work with and carrier's commission and contracting options. This book was well written and I would definitely recommend this book as a comprehensive guide for new and senior agents.

This is a must have for any serious FE agent. David has put together a resource that would launch the career of any new agent and respark the veteran as well. Having used David's techniques I know his no BS style works.

Book is too basic and short for 16 dollars. It is a fluffy sales book that happens to cover final expense but not in much detail. If one wants to get this kind of sales training they can simply buy a popular sales book out there. Not that the book is bad, he makes a few good points, but the reason I bought the book was the title mentions something about a lead generation system. The only lead generation system in the book is if all else fails, door knock. I was hoping for some example letters to send to potential clients and how to find these clients via the internet to contact. The business reply mailer is a good idea but we need to find those people to whom we send the reply mailer. It is just not a nuts and bolts type of book. It is good for those who do not know what to say calling warm and col leads plus door knocking (he is right about the door knocking, it is a good strategy); if this is what you need, then definitely buy it. It is just not for me. Also, whoever the publisher is needs to do a better job in editing the book.

I am grateful for David's guidance and candor over the past year or so and his book is a reflection of his mentorship style. No BS, just the facts and what to reasonably expect out of this business. There is no hype or kool-aid to drink, just the truth as he has learned and experienced over the

years. I went from knowing nothing about Final Expense Insurance Sales to last week writing \$10,722.00 in annual premium using the laid-back approach system to selling FE detailed in this book. It is a comprehensive guide, leaving few, if any, questions unanswered.

David Duford is upfront, knowledgeable and gives you so much information about this industry. I am so happy that I read his book. He is credible and truthful. I learned more from his book than I have from other sources.

This is really a great book if you are interested in Selling Final Expense Insurance. Funny how the title is exactly what you get inside. This is a must read for anyone representing companies that offer Final Expense Insurance.

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