**HOW TO OVERCOME OBJECTIONS ON AGED MORTGAGE LEADS**

OBJECTION 1: WE ALREADY TOOK CARE OF THAT

OBJECTION 2: WE DIDN’T QUALIFY

OBJECTION 3: WE COULDN’T AFFORD IT

OBJECTION 4: WE ARENT INTERESTED ANYMORE

THERE IS ONLY ONE REBUTTAL TO EVERY SINGLE OBJECTION OUT THERE, SO GET GREAT AT RECITING THIS WITH PERSONALITY AND CONFIDENCE.

“PERFECT, THAT’S EXACTLY WHY I’M CALLING. I RUN THE LOCAL AGENCY HERE IN (CITY/COUNTY) AND WHAT I’VE FOUND IS THERE ARE A TON OF BAD AGENTS RUNNING AROUND SHOWING THE RIGHT PEOPLE THE WRONG PRODUCT. UNFORTUNATELY, I’M DOING SOME DAMAGE CONTROL BUT THE GOOD NEWS IS THAT 9 OUT OF 10 TIMES I AM ABLE TO GET MY CLIENTS IN A SIGNIFICANTLY BETTER POSITION FINANCIALLY. THAT COULD MEAN GETTING YOU INTO A POLICY WITH MORE COMPETITIVE LIVING BENEIFITS, OR SIMPLY GETTING MORE COVERAGE FOR EXACTLY WHAT YOU ARE PAYING NOW. NOW (CLIENT’S NAME), I’M NOT IN THE BUSINESS OF WASTING YOUR TIME OR MINE SO LET ME BE TRANSPARENT, BEST CASE SCENARIO I CAN VALIDATE THAT YOU ARE THE 1 OUT OF 10 WHO’S AGENT PUT YOUR INTO A GREAT PRODUCT, THE OTHER BEST CASE SCENARIO IS THAT YOU ARE THE 9 OUT OF 10 WHO I CAN HELP. I JUST NEED TO VERIFY SOME INFORMATION HERE AND SEE IF IT MAKES SENSE FOR US TO GET TOGETHER.”

PROCEED WITH STANDARD MORTGAGE PROTECTION SCRIPT.

THE EXPECTATION IS TO SET 1 OF EVERY 5 PEOPLE YOU SPEAK WITH. THE GREAT NEWS IS THAT WHEN YOU CONNECT WITH ENOUGH PEOPLE YOU WILL HAVE A FULL SCHEDULE BY THE END OF THE DAY. THE EVEN BETTER NEWS IS THAT YOUR SHOW RATIO WILL BE THROUGH THE ROOF AND YOUR CLOSING PERCENTAGE WILL BE OVER 75%