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## Meet Derek...



<b>THE PROTÉGÉ</b> <small>KILL OR BE KILLED</small>	
<b>Season 1 Winner of The Protégé</b> <ul style="list-style-type: none"> <li>Announced as the winner of Season 1 of The Protégé in September of 2021</li> <li>Coached the winner of The Protégé Season 2</li> </ul>	<b>2020 Video in Business Awards Finalist</b> <ul style="list-style-type: none"> <li>Selected as a finalist in the 2020 Vidyard Video in Business awards for accomplishing a 91% close ratio using video proposals</li> </ul>

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## People are tired of being sold to...

- Consumers have more power and knowledge than ever before
- They avoid salespeople like the plague

## Use sales psychology and negotiation tactics to gain the upper hand

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**Chris Voss**  
*Never Split the Difference*

I did not create these tactics, nor do I take credit for any of these tactics. I am teaching you how to apply these ideas in insurance sales.



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**Negotiation Tactics**

- Mirroring
- Labeling
- Calibrated Questions
- Getting to "NO"

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**Mirroring**  
Repeating the last 1-4 words that your prospect/client said

**Labeling**  
A label is a verbal observation of an emotion displayed, verbalized or implied.

- It seems like
- It looks like
- It sounds like
- It feels like

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## Calibrated Questions

Open-ended questions  
What, when & how  
Avoid "why"

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Develop wedge questions

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## Getting to "NO"

- Avoid "yes" questions
- Ask no oriented questions
- No is easier to say than yes

**Great for:**

- Call scripts
- Getting the close
- Moving to the next step in the sales cycle

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## Contact Information

HOW TO REACH OUT

- LinkedIn  
Derek Hayden, CIC
- Linktree  
[linktr.ee/DerekHayden](https://linktr.ee/DerekHayden)

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