



Napkin Talks

Scripting and Conversation Concepts

Buying a Beautiful Sofa

Getting Started: Print out or purchase pads of the Sofa Napkin Presentation and have it handy to illustrate your message.

Open the conversation by setting the context. Discuss buying things are something you've recently purchased. Then offer to show the prospect something you've recently learned that was a revelation to you.

Begin Your Script:

How would you pay for this beautiful \$1,000 sofa?

If you fell in love with this sofa in the store and decided it would be perfect in your home – are you the kind of person who would be more likely to **save and pay cash** – or would you **finance the purchase** or put it on a credit card?

Option 1 - Save and Pay Cash

Okay – great. So here's what we know. If you pay cash – that money cannot grow and earn more money for you over time since you spent it on the sofa – right?

And likewise – had you saved that money instead and invested it at 5%, in 5 years, it would have grown to \$1,283 – you'll just have to trust me on the numbers for now – is that okay?

Now chances are – you were taught to have the discipline to save before buying something. But you could have chosen to charge it instead, right?

Had you done that, we know that over 5 years, the interest you would pay on that \$1,000 loan would add \$132 to the price – meaning you would have paid \$1,132. Following so far?

Option 2 - Finance the Purchase

Okay – got it.

Now at a typical interest rate, what we know is that over 5 years, you would pay – including interest, \$1,132 for that sofa.

Had you chosen to save and pay cash instead, you would have used your \$1,000 – which means it would no longer be available to grow for you.

If it had, you would have grown your \$1,000 to \$1,283 over the same 5 years at 5%. I know I'm asking you to trust my math – but is that making sense so far?

Now Continue the Conversation

I teach people a unique way to look at how money works and how to make their money do two things at once.

If someone I advise was buying this sofa – they would use both strategies at the same time. That may sound a bit confusing – but here's what I mean: They would save their \$1,000 allowing it to grow over time, and at the same time, they would finance the purchase and an optimal rate. That way, they earn the \$283 in interest on the \$1,000 they kept invested, and they pay \$132 in interest on the \$1,000 they borrowed to make the purchase. In the end, they get to keep the \$150 difference between the two.

That means, their net cost of the sofa is \$850! Compared to the saver who really paid \$1,283 in cash and lost opportunity, and the borrower who paid \$1,132.

I know that's a relatively simple example, but the average American, over their lifetime, will spend nearly \$700,000 on the interest cost of debt. This strategy turns that number to zero. We get people out of debt – quickly – then teach them to buy things the smart way. The result can be amazing.

Now you may not have any debt – and you may be already managing your money this way – if so, great. If not, it might make sense for us to talk further.

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Typical Follow Up: After you've made your presentation, there are some typical questions and comments that follow. Handling these issues is critical to turning your prospect into an opportunity.

Read through the typical questions below and be prepared if they come up.

"How do you do that?"

Set Up: This question can be a tripping point for many agents. It is an open invitation to talk about what we love: Insurance. Instead of talking about cash value and borrowing from the death benefit, turn this question into an invitation to meet your prospect and see if you can help.

Response: It's surprisingly simple. We teach three rules that – when put into place – get people out of debt quickly. Once out of debt, we also show them how to live interest free for the rest of their lives. This can lead to incredible savings that now become available for their lifestyle or retirement plans.

It takes about 30-45 minutes to explain the rules. Would it make any sense for us to get together so I can show them to you

"What are you selling?"

Set Up: This is a similar question, but one that indicates a bit of skepticism from your prospect. It is important here that you be honest and sincere while still trying to get the appointment. If you mention insurance, you will lose the sale 95% of the time.

Response: Here's how it works. I first make sure the people I work with understand the three rules that will enable them to get out of debt – quickly – and live interest free forever.

If the rules make sense – and the person thinks they can implement them in their world – I then show them 5 options that will let them get started. One of the five options allows me to get paid by a third party - if, and only if, it makes sense to my client.

It takes 30-45 minutes to lay it all out – which costs you nothing except your time. Would it make any sense for us to get something set up so I can run you through it?

"What if I don't have \$1,000 to save and invest?"

Set Up: This question is typical of someone thinking you are asking for some sort of investment. You'll want to shift their mindset and let them know you are not asking them to 'invest' in anything but themselves.

Response: The good news is that this doesn't rely on how much money you have or are currently saving – but rather what you are currently **doing** with your money.

The number one thing someone needs to have in order for this to work – is the desire and discipline to create a different kind of financial outcome for themselves and their family. Now I can't help everyone, but those I can help see a significant change in both their current lifestyle and their plans for the future.

It would probably take 30-45 minutes to for us to figure out whether this could be helpful for you – would it make any sense to carve out that time and take a look?"

Live. Interest Free