



2016 MDRT Annual Meeting e-Handout Material

Title: Courageous Conversations

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Slide 1



Jane Blaufus, CLU
Courageous Conversations

MDRT
2016
JUNE 12-15
VANCOUVER

Slide 2

Enrich your client conversations and relationships

Deal professionally with grieving beneficiaries

Differentiate yourself

WITH THE [STROKE]
OF A PEN

Claim your life



Slide 3

Conversations Immortality Lasting
Aunt Memories Serenity Physical
Disability Beautiful Unforgettable Palliative
Brother Cousin Spiritual Celebration
Hospice Partner Stability Answers Peace
CI Fear Pride Daughter
Uncle Health Calm Control Family
Wife Friend Wishes
Money Financial Helping Care Husband
Mental Death Son
Sister Thankful Funeral Legacy
Courageous Personal LTC
Support Children Insurance
Sharing Questions Business Parents

Life




Slide 4

Enrich your client conversations and relationships

WITH THE [STROKE]
OF A PEN

Claim your life



Slide 5



You have to have courageous conversations with your prospects and clients

You need to deepen the client relationship

Develop relationships with all of the immediate members of a client's family

WITH THE [STROKE]
OF A PEN

Claim your life



Slide 6

Deal professionally with grieving beneficiaries

WITH THE [STROKE]
OF A PEN

Claim your life



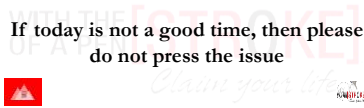

Slide 7

We are on an emotional rollercoaster

We want to talk about our loved ones

What to you is a simple two-minute decision

If today is not a good time, then please do not press the issue

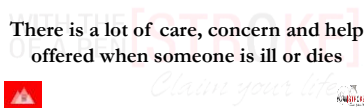



Slide 8

Please do not say you understand what we are going through

If we forget our manners and do not treat you with kindness, please do not take it personally

There is a lot of care, concern and help offered when someone is ill or dies

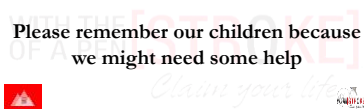



Slide 9

The first year after a loss brings with it many 'Firsts'

Many people offer to help and kindly ask if there is something they can do for us



Please remember our children because we might need some help



Slide 10

Differentiate yourself

WITH THE OF A PEN [STROKE]

 *Claim your life* 

Slide 11



Remember selling starts with listening

Remember the 70/30 Golden Rule of listening

Put your own agenda aside

Wrap your arms around us and love us

Talk to us about the 'Whole' of our lives



 *Claim your life* 

Slide 12

Make sure that your own financial house is in order

Walk the walk and talk the talk

If you are the advisor in your own house, "Fire Yourself"


 *Claim your life* 

Slide 13

BELIEVE

You truly make a difference in the lives of
the people you serve each and every day!

WITH THE [STROKE]
OF A PEN

 *Claim your life* 