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# How YOU Can MASTER Final Expense



*"This is the book every agent needs to read!"*  
David Swithe  
Benefits and Insurance Law Center, President

TROY CLARK, PH.D.



## Synopsis

Now in its 4th edition printing, Dr. Troy Clark's book has energized multitudes of business professionals and audiences, providing hope and practical know-how to succeed. His field tested methods released salespersons who were living on food stamps to earning weekly 4 figure paychecks within 10 weeks. Troy averaged 14 sales per week acquiring 669 clients in his first year (48 weeks) to launch an exceptional final expense insurance career in 2003. He is an awarded NATIONAL TOP PRODUCER. Troy begins with earning your insurance license. He expounds dynamic methods and winning sales verbiage for selling Final Expense Insurance the old way (Field Sales) to the new way (Phone Sales) successfully. Troy shares cutting-edge, profitable sales techniques that bypass failing methods to BOOST your greatest sales results ever! A Master Sales Guru, INSPIRATIONAL Speaker, executive consultant, and friend, Dr. Clark's Sales Presentation Scripts, as well as skillfully crafted products and services, are accessed by thousands of individual sales professionals, as well as nationwide agencies and corporations at [www.FinalExpenseSuccess.com](http://www.FinalExpenseSuccess.com). Troy keynotes for: Conventions / Corporate Functions / Sales Training Events / Award Ceremonies / Sales Seminars, Webinars/ Cruises / Banquets / Company Retreats / Staff Meetings, even Bible Studies, upon request. INVITE DR. TROY CLARK to inspire your event or organization!

## Book Information

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## Customer Reviews

I've been successful selling FE Insurance for over 17-years. But I still learn something from every agent I speak with. When I noticed Troy's book here for only \$4.99 I figured that it was a no-brainer

to check it out although I bought similar priced books on the same subject that offered nothing but an obvious recruiting pitch and were a complete waste of time. Troy Clark's book is NOT a waste of time. He offers a lot of detail into how he thinks and what he does to be successful. This book is easily worth twice the price you pay for it. He does want you to buy his "sales scripts" book several times throughout the book several times and it's MUCH more expensive if you order that so I can't give it a perfect score of 5-stars. You can't expect EVERYTHING for \$4.99 but the additional material seems like a huge leap of faith as it's priced around \$150. I definitely recommend the ebook at \$4.99 or even the paperback at \$12.50.

This book gave me a couple of ideas that helped me to save travel time and to almost eliminate the "We need to think about it" from the my presentations. My presentation is longer now, but I am adding more value to my final expenses program and now I am the Sales Rep with lowest charge back sales in the office.

The author lays out a daily schedule that must be adhered to and it all starts with leads. You need people to see for those of us that believe in belly to belly sales he lays out the specifics for daily activity, in other words just do it.

Packed with no nonsense information about selling in the final expense insurance niche. I felt like it covered everything from A-Z. It seems that the author specializes in selling over the phone and that may be the way the whole insurance industry is headed? Includes word for word scripts, tips and techniques that any agent could use. I'd recommend it primarily for novice to intermediate level agents.

Dr Clark takes anyone interested in learning Final Expense and shows you step by step how to accomplish this goal. He even goes a step further and makes himself available to answer your question. In my opinion the finest book on sales that I have ever read. M. Samick Huntington Beach, Ca

I agree with 98% of the instructions and information given in Dr. Clark's book. It is a real life application of what an agent will encounter on a day to day basis in insurance sales. Dr. Clark nailed it, purchasing this book will not be a waste of money and reading it will be well worth it. Sincerely, Daphne E. Porter

Are you thinking of joining the ranks of insurance agents selling final expense insurance? Do you have a life insurance license but little success selling policies? Do you have a bad manager or lousy leads that impede your progress? Is everyone hanging up on your calls to make appointments? Is the client constantly telling you to call back when the other decision maker will be available? Do you need to know how to handle objections better? Well then this book is for you. Dr. Clark shows you how to manage your time better, what to focus on during the week, and most importantly, what to think when approaching this business. He tells you what you need to do and think about to produce results. What? You are not a Christian? You don't work with God stuff? A little reading about God won't hurt you, and may be what is missing in your sales approach: meaning to focus on what you can control and leave the rest to God or whatever divinity you pray to. Best wishes.

If you are new to FE sales or a seasoned Life insurance agent this is a worthwhile read. A true blueprint for getting started and achieving / sustaining success in this competitive market. I would also encourage those who are seriously thinking of pursuing this career should also check out Dr. Clark's website. Lots of great information there as well. The training material he offers is affordable and saves you plenty of time and self research. A lot of thought was put into this book. Great job!!

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