



Insurance-Canada.ca

Where insurance and technology meet



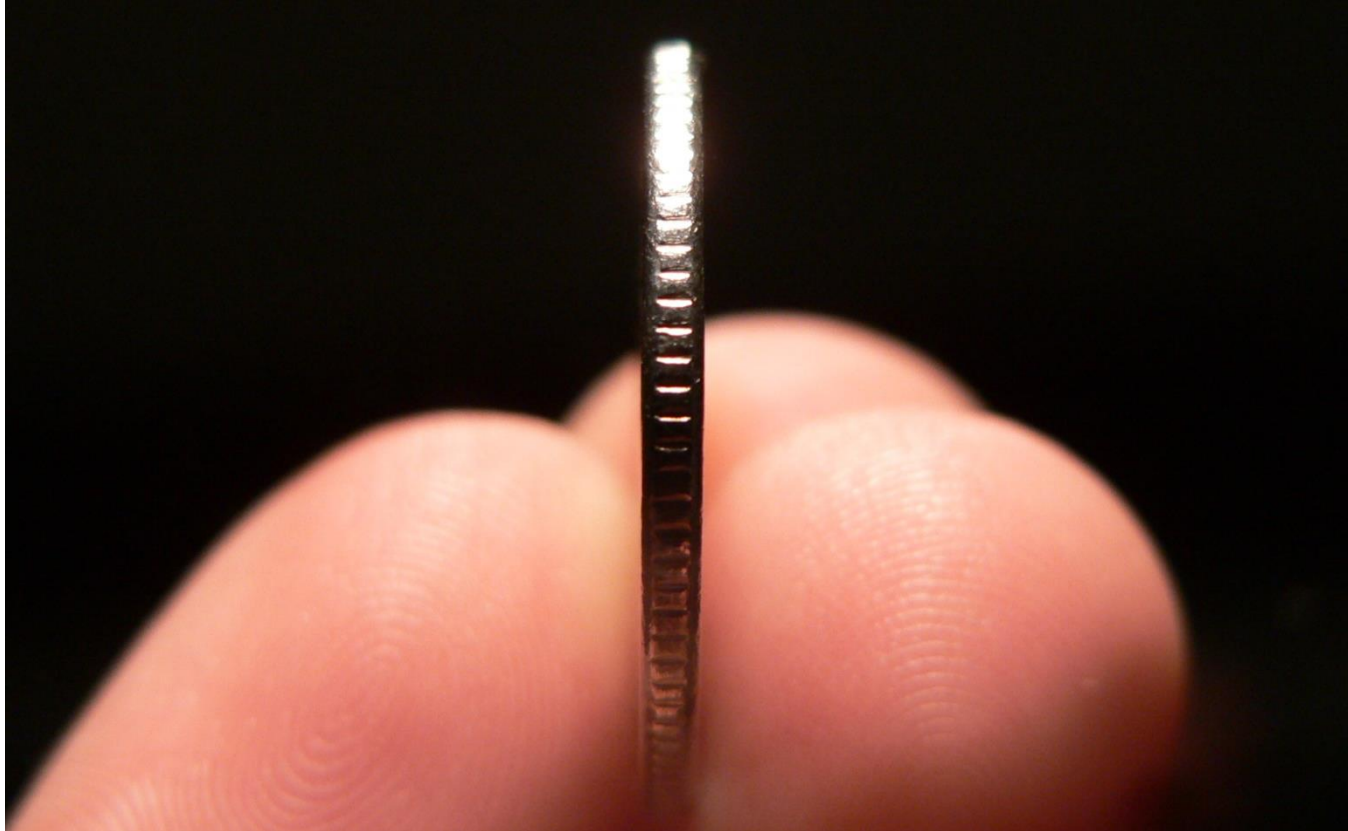
My perspective



Let's align our terms & expectations



To sell well is to serve better

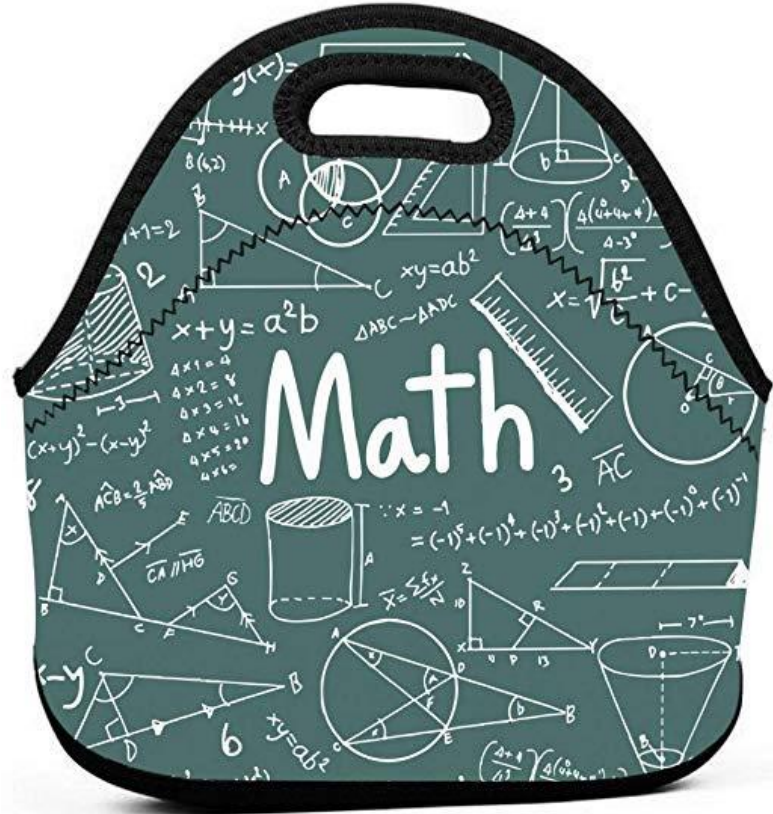


The three most common encounters



Carry it all home is this:

$$C = 4m + 3v + 2(i-f) - 2a$$





The tech



The touch



The consumer
heart & mind

The tech

The promise has always been the same

A BRIEF HISTORY OF FAX



CASELLI INVENTS MACHINE
SIMILAR TO TODAY'S FAX.
PATENT FIRST FILED IN 1846.



1863

1863

MILITARIES USE FAX TO SEND
MAPS AND ARTILLARY TARGETS
OVER RADIO WAVES.



1904

NEWSPAPERS USE FAX
TECHNOLOGY TO SEND
FIRST LONG DISTANCE PHOTO.



1939

XEROX INTRODUCES FIRST
MAINSTREAM COMMERCIAL
FAX MACHINES.



FAX IN USE ACROSS ALL
GLOBAL BUSINESSES.
ALMOST ALL MADE IN JAPAN.



1966



1985

HP INTRODUCES FIRST
ALL-IN-ONE PRINTER
TO INCLUDE FAX.



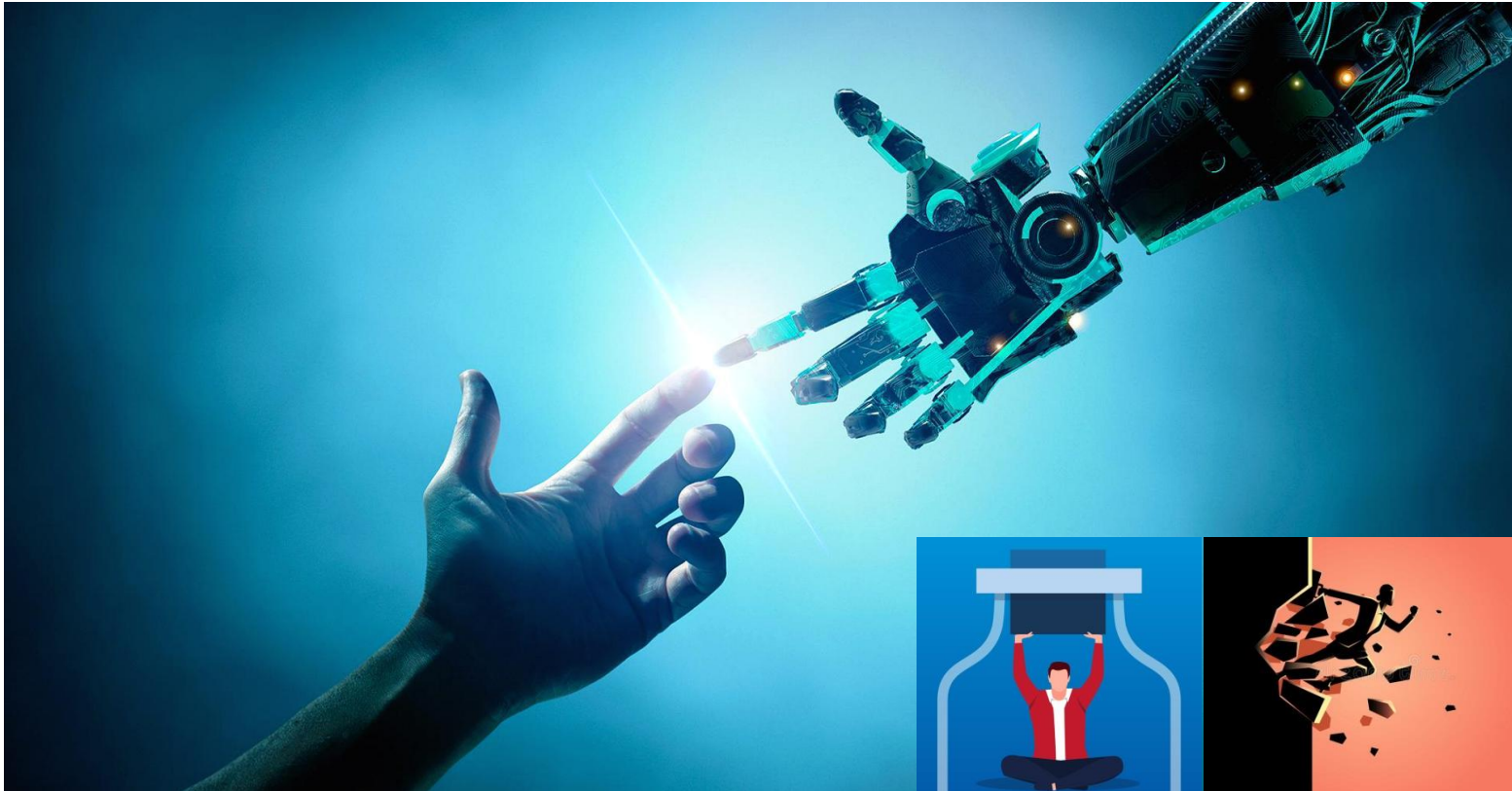
FAX STILL USED BY MILLIONS
WORLDWIDE...
AND VULNERABLE TO ATTACK



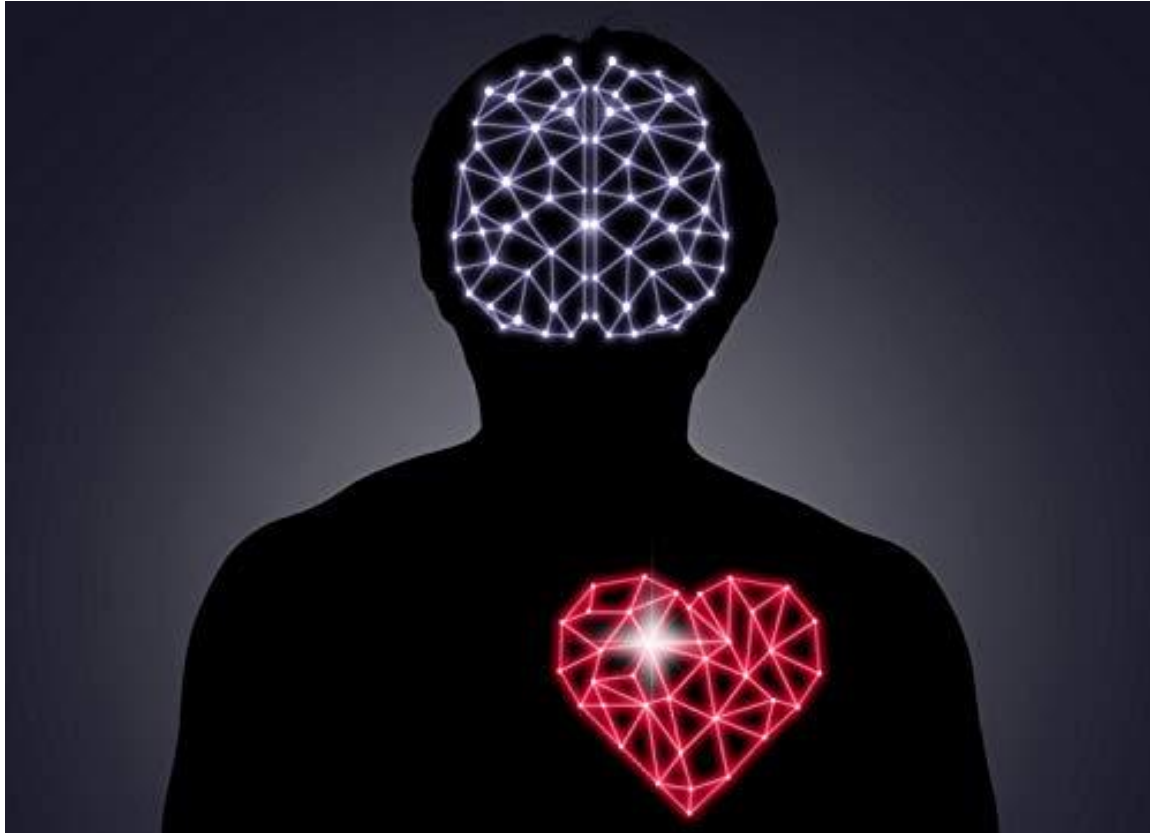
1998

2018

The human touch behind the tech



The consumer heart and mind







My GoDaddy experience: Success or Fail?

Renews on 9/27/2020	...	List for Sale	Use my Domain	Auto-renew is on	Buy for \$9.99/yr
anxioussalesman.info Renews on 9/27/2020	...	Less than \$100 List for Sale	Use my Domain	Auto-renew is on	Protect my info Buy for \$9.99/yr
anxioussalesman.net Renews on 9/27/2020	...	Less than \$100 List for Sale	Use my Domain	Auto-renew is on	Protect my info Buy for \$9.99/yr
anxioussalesman.org Renews on 9/27/2020	...	Less than \$100 List for Sale	Use my Domain	Auto-renew is on	Protect my info Buy for \$9.99/yr
goldmanphd.com Renews on 12/2/2024	...	\$933 List for Sale	Buy Domain Protection for \$14.99	Auto-renew is on	Protect my info Buy for \$9.99/yr
nohoultimate.com Expires in 8 days on 2/25/2020	...	\$1,211 List for Sale	Renew Now	☐ Off	Protect my info Buy for \$9.99/yr
sheldonsnodgrass.com Renews on 1/6/2022	...	\$930 List for Sale	Use my Domain	Auto-renew is on	Protect my info Buy for \$9.99/yr
sheldonsnodgrass.net Renews on 10/9/2021	...	Less than \$100 List for Sale	Use my Domain	Auto-renew is on	Protect my info Buy for \$9.99/yr
steadysales.com Renews on 12/9/2021	...	\$2,150 List for Sale	Buy Domain Protection for \$14.99	Auto-renew is on	Your info is private Protect my domain

Conversion Sequence Heuristic

Not an equation to solve

$$\mathbf{C = 4m + 3v + 2(i-f) - 2a}$$

Simplified

$$C = M + V + I - F \ \& \ A$$

What about your campaigns, your USP, your process, your coaching?



... to ask for the sale, handle objections , trial close

C= head, heart & tech. We are both the bottle neck and the off-ramp. Beware the shiny object syndrome.



Free, “CSR’s Handbook of Essential Sales Wisdom”

<http://www.steadysales.com/csr-handbook-download-request/>

