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**STEPS TO HELP
INSURANCE AGENTS
CREATE AMAZING FUSION**

with
**YOUR CAREER, YOUR
PROSPECTS AND YOUR
CUSTOMERS**

1

F - FINALIZE BUY-IN

There is a science—a neurological process that happens in the brain with each and every decision humans make... and if you apply that science in your sales model, customer service plans, and sales team retention efforts...

...you can influence how some very important decisions are made.

By influence, I'm not talking about manipulation. I am talking about creating mutually beneficial, win-win scenarios that make it easy for very real people with very real needs to take advantage of very real solutions that you have to offer.

Salespeople who create their personal Fusion Points® persist and become successful in their career. Sales leaders who create Fusion Points® with their teams retain more of their salespeople.

2

U - UNDERSTAND AND MASTER YOUR LOGICAL PLAN

All the positive emotion in the world will not result in a decision to persist if you don't master a logical, duplicatable and believable plan that will achieve results.

You must follow a logical plan that turns leads into prospects, and prospects into new customers.

Then you must provide value that not only matches your promises, but goes above and beyond - so that your new customers become walking ambassadors for you and your brand.

You must have a specific plan for the goals you want to achieve, a timetable for their achievement and a solid plan for mastering each skill that is required to bring those goals into reality.

3

S - SCAN FOR CAUSES OF NEGATIVE EMOTIONS

When logic combines with negative emotions
a collision point occurs.

Collision points make you feel anxious,
frustrated, and insecure...

Collision Points -

if left unbalanced and unchecked will usually result in
the relationship or career coming to an end.

Take an inventory of areas in your business model
or processes which produce negative emotions in
you, your prospects and your customers.

Knowing the causes for negative emotions gives you
a starting point for using the Fusion Points® Formula
to change their effect.

4

I - IDENTIFY SOURCES OF POSITIVE EMOTIONS

Fusion Points® are those unifying moments when logic and positive emotion merge and ignite, creating commitment, energy and acceleration.

**When logic combines with
positive emotions,
a Fusion Point occurs.**

Fusion Points® make you feel happy, motivated and give you a sense of well being...

Fusion Points® will anchor your commitment to persisting in your insurance sales career. They will draw your prospects to listen to your offer and become your customers. And they will lead customers into becoming walking ambassadors for you and your brand. List many sources of positive emotions for you and your various relationships. The more meaningful the sources, the more effective they will be in influencing the decision to persist.

5

O - OPTIMIZE FUSION POINTS®

The decision making process always involves 2 balancing acts...

Logic vs. Emotion

And

Positive vs. Negative Emotion

The Fusion Points® Formula

Optimize Fusion Points® and Neutralize Collision Points so that the controlling emotions are positive...

And when they combine with logic, success happens. Optimize Fusion Points® by adding meaning and frequency to those things that stimulate positive emotions in you, your prospects and customers.

Add weight to your positive emotions by becoming an expert at your sales process, keeping tokens of your strongest emotional bonds, and running “mini-contests” with rewards

6

N- NEUTRALIZE COLLISION POINTS

Collision points occur when logic combines with negative emotions.

Neutralize collision points by eliminating, diluting or interrupting the cause of their cause.

Trash It, Trim It, or Add a Little Sugar

Causes of negative emotions should be eliminated where possible. When the cause of negative emotion cannot be eliminated find ways to “trim it” and reduce the effect.

Prime the pump in prospecting, and turn a cold call into a welcome contact, by providing value prior to extending an invitation to meet.

Dilute the effect of negative emotions by surrounding them with numerous experiences that result in positive emotions.

Add a little sugar at all times by keeping reminders around you that direct your thoughts to your strongest emotional bonds.

SUMMARY

- ★ **F - FINALIZE BUY-IN**
- ★ **U - UNDERSTAND AND MASTER YOUR LOGICAL PLAN**
- ★ **S - SCAN FOR CAUSES OF NEGATIVE EMOTIONS**
- ★ **I - IDENTIFY SOURCES OF POSITIVE EMOTIONS**
- ★ **O - OPTIMIZE FUSION POINTS®**
- ★ **N- NEUTRALIZE COLLISION POINTS**

Wrap Up

I hope you enjoyed this information. I know it is only a high level view. I will send you additional tools soon to answer other questions that you have.

In the meantime, create TONS of Fusion Points®!

About Jeff West



Jeff C. West has been a quoted source for Sales and Marketing Management Magazine, the National Federation of Independent Business, Peak Sales Recruiting and a guest on sales shows such as *The Go-Giver Influencers*, with Bob Burg, *The Buyer's Mind* with Jeff Shore, and *The Go-Giver Podcast with Bob Burg*.

His book, *The Unexpected Tour Guide*, is the recipient of The Bronze Award in the Business Fable Category from the 2015 Axiom Business Awards.

[Watch the book trailer for The Unexpected Tour Guide by clicking here.](#)