**Cold Knock Approach**

The approach - identify the person at the door

“Hi Client, my name is \_\_\_\_\_\_\_\_\_\_\_\_ I help ***a loooot of families*** in this area with their final expenses. Can I come in for a quick second?”

3 Key things to remember:

1. Be super enthusiastic, upbeat and SMILE!
2. Know your approach
3. Ask to come in! Your #1 goal is to get in their home right at that moment. Not get an appointment