



# **The Official Guide To Selling Final Expense Insurance: The Proven Final Expense Insurance Sales And Lead Generation System Used By Top Final Expense Agents Across The Country**

*David M. Duford*

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The Most Comprehensive Guide To Successfully Selling Final Expense Life Insurance - From The Perspective Of A Time-Tested, In-The Trenches, Final Expense Agent! With more people now than ever interested in selling final expense life insurance, it is now more important than ever to develop a comprehensive approach to lead generation, prospecting, presenting, and closing final expense life insurance business. Taking his own experience successfully selling final expense burial insurance and from his experience training hundreds of final expense agents nationally, David Duford has put together a strategic system of selling final expense within this book, designed to maximize new and experienced agents' success. The Official Guide To Selling Final Expense Insurance provides the strategies and tactics to develop agents into top-producing final expense agents. This handbook explains how to: -Ensure you find the best final expense agency to partner with. -Duplicate David's system of success that he teaches his final expense agent partners. -How to effectively sell final expense in a low-key, customer-focused approach, maximizing income and quality of business.

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