

I served as a ghostwriter for the CEO of PrimeWire. This 1800 word article was immediately accepted by a national publication.

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# How many new clients do you need this year?

**By Robert H. Steele**

Could you use an idea or two for helping you land that next big account? What if the answers to three "magic" questions could assist you in closing almost every sale?

If you're willing to pose just three questions to close your sale, then you can expect to be put to work to help solve the single most important problem facing every employer. More important, you must be prepared to do so.

In my 20 years of experience as an insurance and benefits professional, I've served and facilitated all types of industries. I've learned that what really counts

is how well employers can leverage their HR dollars.

While in the fact-finding process with a new prospect, I always ask questions that will allow the HR director or CEO to channel information to me. I learn more from listening to a prospect than he or she learns from my talking. I ask basic fact-finding questions that unveil feeling as well. Once I have warmed up the prospect, it's time to ask my three magic questions:

1. What is your annual payroll?
2. What percentage of your payroll is spent for employment-related expenses?
3. On a scale of 1-to-10, how would

you rank your employees' understanding and appreciation of the dollars being spent on their behalves?

These three questions only seem magical. What they actually do is create an opening for me to move the prospect through the closing process. In Sales 101, we learned to first disturb the prospect — make him or her a little uncomfortable with the present situation. Then, you are left with the perfect opportunity to present solutions and provide assistance.

Here are the simple facts: I do not care about the answers to the first two