

The logo is a white circle with a thick white border. Inside the circle, the text 'ASR 2.0' is written in a large, bold, blue, 3D-style font. Below it, 'SFGFREE TRAINING' is written in a smaller, blue, sans-serif font.

# ASR<sub>2.0</sub>

SFGFREE TRAINING

- Solidifying what we've learned
- Setting the ASR appointment
- Creating Consistency
- Duplication

**WE PUT THE FUTURE  
BACK IN YOUR HANDS**

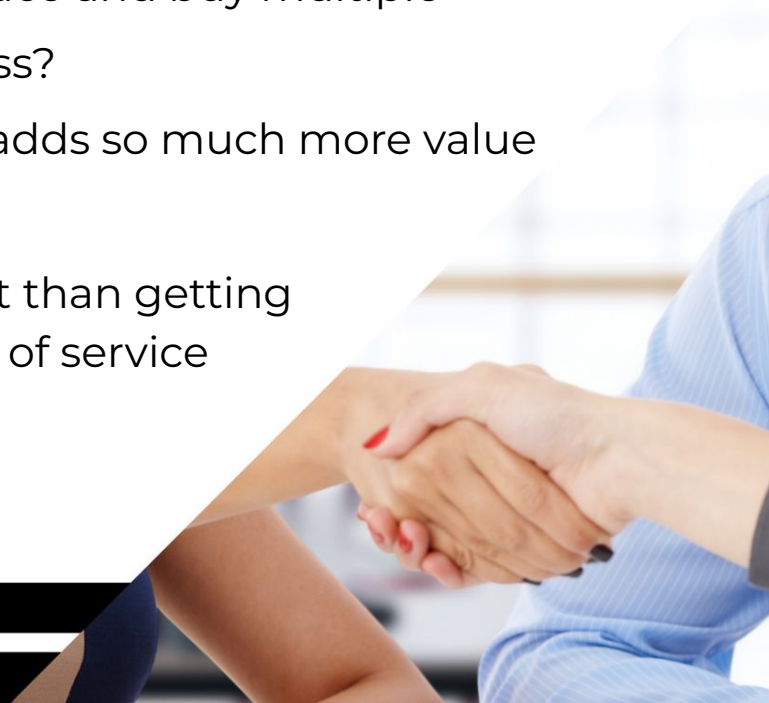


# ASR APPOINTMENT

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## Posture

- Do we make more sales and income when we have more resources... or less?
- Are clients more likely to keep their policies in place and buy multiple policies if you help their friends and family... or less?
- This is a simple, revolutionary act of service that adds so much more value to the client's life and your business
- Just Ask yourself, is your shyness more important than getting the result and making an impact through an act of service
- It's not about intensity, it's about consistency!



# ASR APPOINTMENT

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## Process

- Thank them for the privilege
- “Who do you know who would benefit from a meeting like we just had”
- I’m not going to call them right away because I am not a telemarketer and don’t want to get treated like one so I am counting on you to reach out to them tell them how great our meeting was, how simple and clear I made everything. Make sure they have my number so they answer my call
- Put your head down, pen in hand and start writing



**REFERRAL**

# ASR APPOINTMENT

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## Process

- It's simple and stronger than a lead because they have a choice
- Know that 50% of the time they forget to tell their friend and prep them.  
Be realistic, these are people, we are people
- Separate yourself from everyone else by creating the environment of Love, Trust and Respect.
- Be assumptive and let them know everyone is doing this
- "If you're anything like Steve and Susie we're going to have a blast and I'll be able to help you just like I helped them"
- Will 6pm or 8 pm work better for you



REFERRAL



**WE PUT THE FUTURE  
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**4.16.22 - 4.22.22**

HOW TO WIN: Submit the most ASRs into

**[sfgfreeasr.com](https://sfgfreeasr.com)**

minimum of 10 | top 3 win

**1st place: \$500**

**2nd place: \$350**

**3rd place: \$150**

\*\*\*Must be registered for Denver Conference by 4.18.22\*\*\*

\*\*\*Or be within your first 90 days\*\*\*

*Congratulations to Misty Cintron for  
winning our last ASR Contest!!!*

**TOP QUALIFIER**

**SFGFREE**  
**ASR**  
**CONTEST**



Congrats to the winner of our last ASR contest,  
Misty Cintron. You ran away with it!!!



# SFG FREE'S got **TALENT**

**ASR VIDEO SUBMISSION CONTEST**

April 15 - April 29

\$300 LEAD CREDIT

The most ASR  
videos submitted

**&**

\$300 LEAD CREDIT

The ASR video  
voted most popular

upload your videos here:

[tinyurl.com/sfg-frees-got-talent](https://tinyurl.com/sfg-frees-got-talent)