

# How to Handle Rejection as a New Insurance Agent

# Everyone Loses Sales

Even successful agencies face **constant rejection**.

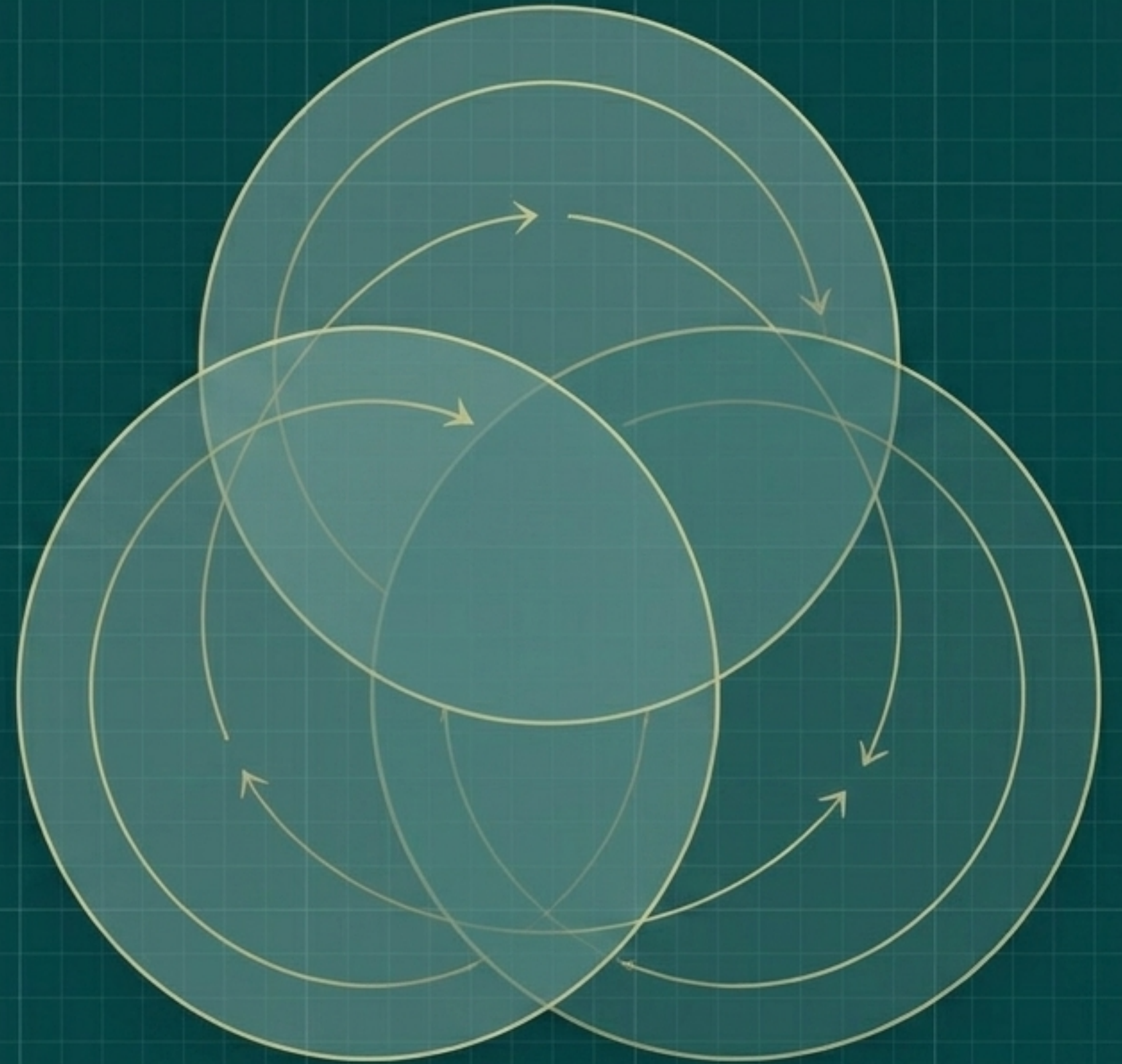
It is not a reflection of your ability.

It is the nature of the business.

# Rejection is Just Math

A lost sale is not a signal that you are failing.

It is a normal, expected number in a process that works over time.



# The Winning Ratio

**3 to 4**

Appointments closed is a highly successful rate.

**6 to 7**

Prospects will say no, not yet, or ghost you.



# Two Traps to Avoid



Replaying the conversation for hours



Avoiding follow-ups due to fear of rejection

# The 5-Minute Reset

After a no, write down exactly two things:

What went well in the conversation

What you would do differently next time

# A No Today Is Not Always a No Forever



• Circumstances  
change

• Plans change

• Rates increase

# How to Follow Up

Instead of re-pitching

Instead of pushing  
for a sale



**Send a brief  
message thanking  
them for their time.**

**Reach out once a  
quarter with  
something useful.**

# The Long Game in Action

Building a book that grows on its own.

April



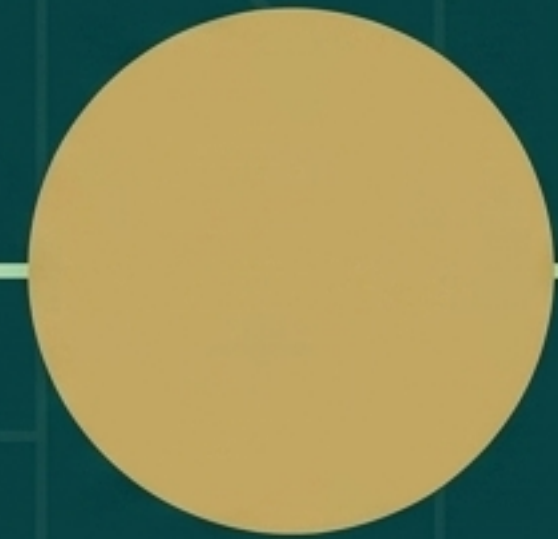
Meeting ends in a no. You send a thank-you note.

July



You send a short message about open enrollment.

October



They call you after a network change.

# Multiply the Process

One delayed  
enrollment

Dozens of  
prospects

A self-growing  
book of business

# Start Your Follow-Up List Today

✓ Track the Name

✓ Track the Date

✓ Note 1 sentence  
about their situation

✓ Set a reminder  
for 90 days

Most agents never follow up after a no.

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**The ones who do are here 5 years from now.**