

Insurance Objection Handling – Just Send Me Information

The Most Deceptive Objection

It sounds reasonable.
It feels respectful.

It kills more deals than almost any other line a prospect uses.

Most agents take it at face value, mail a packet, and never hear from the prospect again.

A Polite Escape Mechanism

Just send me information is almost never a request for information.
It's a polite way of ending the conversation without saying no.

Zone 1: They don't want to
be rude or argue.

Zone 2: They ask for something
that sounds harmless.

Zone 3: They know once you mail it,
the conversation is over and they
regain control of their day.

The Mathematical Cost

**Live
Conversations
Close.**

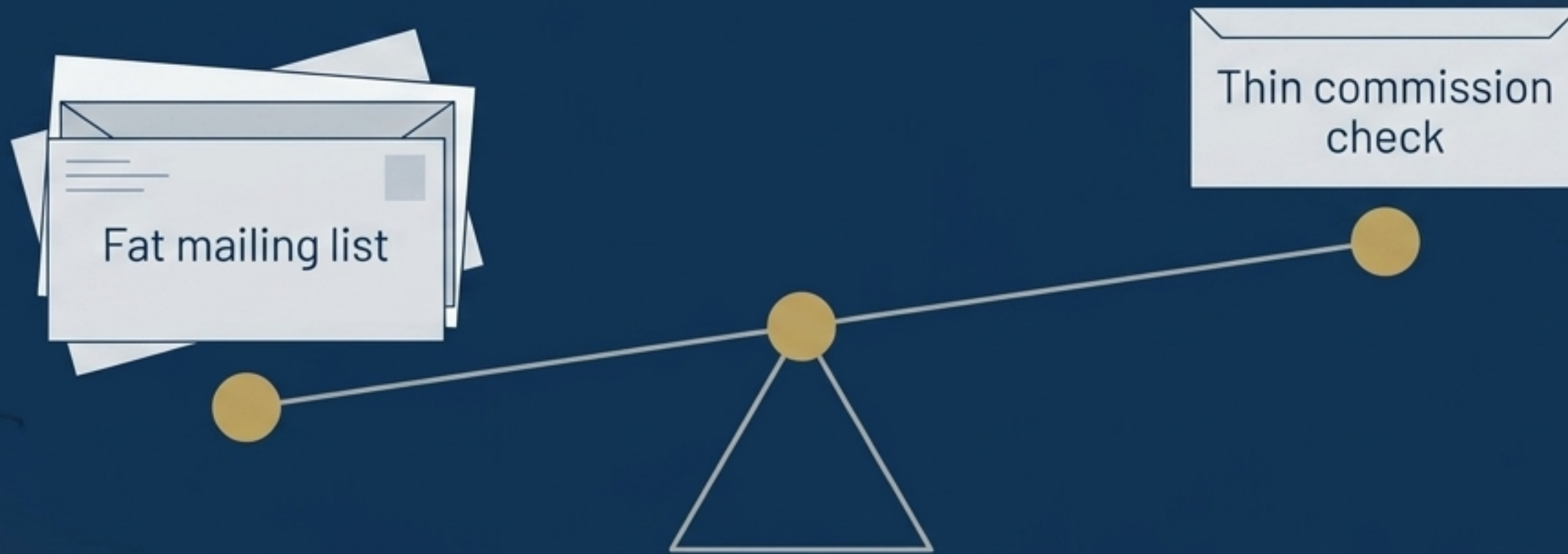
Scheduled
Appointments

**Mail
Doesn't.**

Tiny Fraction

The agent who hears "send me information" and says "sure, what's your address" just converted a live conversation into a piece of mail.
You took a warm prospect and turned them cold with one sentence.

The Illusion of Productivity



Every blind mail trains you to accept the brush-off as progress. You feel productive because you sent something. But your pipeline is full of cold paper trails instead of qualified prospects.

The Professional Standard

Most agents are afraid pushing back will cost them the prospect. The reframe is the opposite: they already gave you a soft no. You have nothing left to lose.



A doctor wouldn't mail medication without an exam.



An accountant wouldn't mail a tax plan without a conversation.



You shouldn't mail Medicare or life information without one either.

Politely qualifying the request earns more respect, not less. You either turn it into a real conversation right then, or earn a scheduled follow-up.

The Permission-Based Reframe

Happy to send you some information,
that's exactly why I'm calling.

Quick question before I do though —
there are a lot of options out there,
and the last thing I want is to dump a
bunch of paper on you that doesn't
apply to your situation.

Do you mind if I ask you two quick
questions so I can send you the
stuff that actually fits? Should only
take a minute.

The Psychological Win



Agrees with request
(You never argue).

Positions as professional
(Careful expert, not pushy salesperson).

Frames as service
(Saving them from useless paper).

Asks permission
(Almost impossible to refuse without seeming unreasonable).

The shift from cold mail to live conversation happens in the next sixty seconds, while they think you're just qualifying their address.

The Objection Diagnostic Matrix

Polite Stall.

Intent: Graceful escape.

Reality: Zero intention of reading.

Threat: Most common, fools agents by sounding cooperative.

Comparison Shopping.

Intent: Gathering quotes side-by-side.

Reality: Will actually read what you send.

Threat: Losing on price or pretty design instead of conversation.

Genuine Information Seeker.

Intent: Methodical study.

Reality: True prospect, cautious pace.

Threat: Pushing for an immediate decision.

The words on the surface aren't always the meaning underneath.
Each needs a totally different response.

Question One: The Trigger Event

What got you interested in looking at this in the first place?



Vague non-answer
(‘Just looking’, ‘Wife asked me’) → Points to Polite Stall.

Specific answer with a timeline → Points to Comparison Shopper.

Thoughtful, detailed answer → Points to Genuine Seeker.

Question Two: The Soft Commitment

If we found the right fit today, when would you ideally want something in place?



Three different answers. Three different responses.

Match Your Move

Polite Stall

Don't fight it.

Tactic: "Let me put a note on my calendar to circle back in 90 days."
Send short friendly email, no packet.

Comparison Shopping

Lean in.

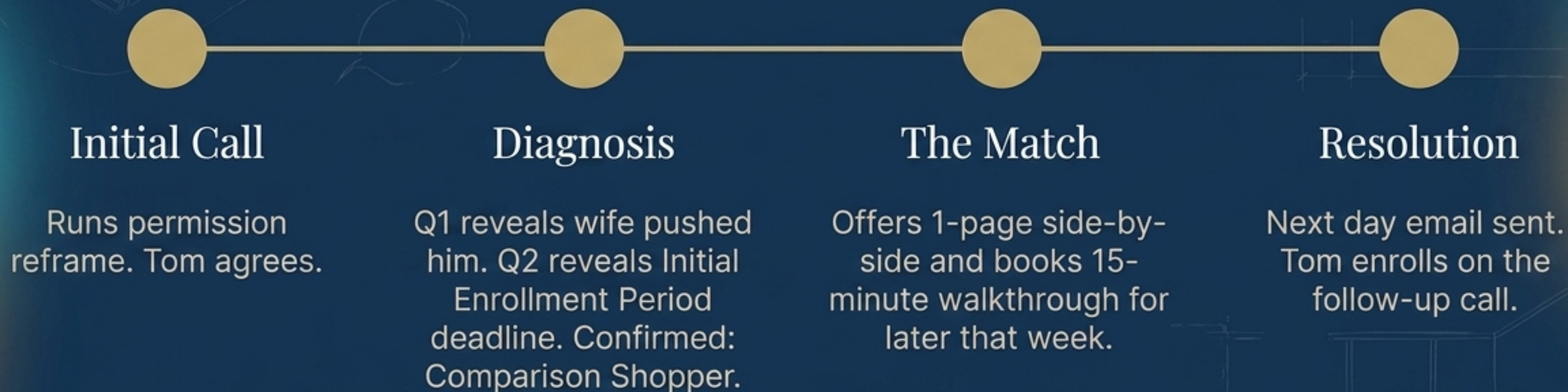
Tactic: Can I send a one-page side-by-side instead of the full packet?
Easier to read, highlights 2-3 things.

Genuine Seeker

Match their pace.

Tactic: I'll send the basics today, and block 15 minutes a week from today to answer questions.
Schedule follow-up before hanging up.

Scenario Walkthrough: Tom



Two touches. 45 minutes of real conversation. Compare that to mailing a packet and never hearing from him again.

The Index Card Action Step

Today, write the permission-based reframe and the two qualifying questions on one index card.

Keep it next to your phone.

Run it the next five times you hear the objection.

Send me information is not the end of the conversation.
It's the beginning of the qualifying conversation.

1. Agreements to the Questions

2. Diagnostic Placements

3. Scheduled Follow-ups