

**HOW TO SELL ASSURANCE: A
GUIDE FOR THE AGENTS OF THE
EQUITABLE LIFE ASSURANCE
SOCIETY
OF THE UNITED STATES, PP. 1-193**

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How to Sell Assurance: A Guide for the Agents of the Equitable Life Assurance Society of the United States, pp. 1-193 by William Alexander

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WILLIAM ALEXANDER

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A GUIDE FOR THE AGENTS OF
THE EQUITABLE LIFE ASSURANCE
SOCIETY OF THE UNITED STATES

BY
WILLIAM ALEXANDER

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HOW TO SELL ASSURANCE.

PREFACE.

This book is designed to instruct young agents, and to remind old agents of things they sometimes forget. Its title, "*How to Sell Assurance*," is suggestive. Modern life assurance is something that people are ready to buy. They do not ignore its *protective* value, but they now add to that an appreciation of its value as an *investment*. The agent is a *salesman*; and to succeed, he must know the wares he has to offer. He must know more than this, he must learn to read character, and he must understand himself.

It will pay you to read this book, even if you should find it an arduous task, for it not only contains the best advice that the writer's thirty years of observation and experience in the business enable him to give, but it embodies the best practical suggestions that have come to him from the brightest canvassers of the "strongest company in the world."
W. A.

NOTE.

These chapters do not give full descriptions of the different policies issued by the Society. A separate pamphlet is issued describing each important contract. The chief aim here is to bring together information and suggestions not likely to be found elsewhere.

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PRELIMINARY CHAPTER.

The man who attempts to sell modern life assurance must be up to date. Obsolete methods will not succeed. There is special significance in the very phrase "how to sell assurance." In old times it was "how to assure lives." It is, has always been, and always will be, the chief glory of life assurance that it protects the widow, the orphan and the aged; and although the modern policy furnishes this protection as completely, or more completely, than ever before, the new contract is vastly superior to the old in that its value as *an investment* is enhanced. The truth of this will be apparent as the different contracts come under review. At the outset there are other things to which the agent should give attention. He should, for example, see to it that he begins with the *right point of view* regarding life assurance; that he assumes the right attitude; that he approaches his work in the right spirit. The agent who approaches the public confidently as a salesman, knowing that he has something of the highest value to sell, which the public will appreciate, *and buy* as soon as the facts are made clear, will be moving in the right direction. But this is not enough. The best agent is the man who discovers that he has chosen a pursuit that is capable of affording him intense pleasure. The pleasure to be