As we continue to provide resources for insurance agents adapting their business for telephonic enrollments, here is a quick reference for using a positive tone.

Using a positive tone is always your best choice, even if you feel like the message may be negative. Always work on trying to help your client and build the relationship — and yes, it’s very possible to do outside of a face-to-face environment.

Don’t focus on the problem — focus on the solutions or action instead. Also, avoid long explanations, state your facts and solutions simply and clearly.

Tone is also present in written communication, whether it’s a choice or an accident. By choosing a positive tone over-the-phone or in written communication, you will build and maintain positive relationships, project a professional image, and more readily accomplish your goals.

TIPS FOR USING A POSITIVE TONE

Avoid Negative Trigger Words
- Argue
- Bad
- Delay
- Reject
- Should
- Not

Use Positive Words Instead
- Easy
- Clear
- Ensure
- Simple
- Benefit

USE ANTONYAMS TO REMOVE THE WORD “NOT”

Instead of...
- He did not accept help.
- The office will not be open.
- They were not present.

Use...
- He declined help.
- The office will be closed.
- They were absent.