Price Build-Up Key Ingredients

1) Have a large price and drop it to a small price

2) Use the USA Today article or some visible page that shows the high cost of health insurance

3) Ask them and let them answer how much they think Health Insurance would be outside of their job

4) Be confident when stating the price. The premium is low, BELIEVE IT!!

5) State the price, then look them in the eye and say "That is REALLY good, isn't it?" Nod your head while asking