

Flat Tire List

The **Flat Tire List** process is a simple way to practice real conversations with people you already know and trust. Think about the 10 people you would call if you were stuck on the side of the road with a flat tire. Those are the kinds of people who belong on your Flat Tire list.

This is not about tricking anyone into buying something; we're not applying sales pressure to friends and family. It's about getting real practice, building confidence, and learning how to have better conversations. At the same time, these are still real appointments. If someone has a genuine need and wants help, your mentor can help you handle that the right way.

What To Do

- Make your list of ten people
- Reach out honestly and ask for help with a practice appointment
- Set a real appointment time
- Complete a CQF for each appointment
- Review your results with your mentor

Sample Message

"I recently started a new position in insurance, and part of my training is doing a few practice appointments so I can get comfortable with my process. Would you be open to helping me out by being one of my practice appointments this week?"

What Success Looks Like

Success in this step does not mean you have to book a sale. It means:

- You made your list
- You reached out and booked appointments
- You completed the CQF and ran a real appointment
- You gave your mentor something real to coach on

That said, if a real need comes up and someone wants help, that is okay too. The key is to stay honest, stay relaxed, and let your mentor help you handle it the right way.



What to Remember

- Be honest about being in training
- Treat the appointment like it matters
- Focus on learning, not pressure
- Let your mentor help with next steps
- Every conversation makes the next one easier

Action Step

Create your Flat Tire List of 10 people today, start reaching out and complete a CQF for each