



Sales Training Series

Zig Ziglar's Top 5 Timeless Sales Principles

Adapted for Life Insurance Agents at Legacy

1. Selling is a transfer of emotion

"People don't buy facts—they buy feelings."

Let them feel your belief in what you're offering. When they trust your conviction, they'll trust your solution.

2. You will get all you want in life, if you help enough other people get what they want

Shift the focus off yourself and onto the client. What are they worried about? What do they want to protect?

3. Every sale has five basic obstacles: no need, no money, no hurry, no desire, no trust

Learn to listen for these. Ask open-ended questions that uncover objections early so you can guide the conversation.

4. People don't care how much you know until they know how much you care

Start every appointment with genuine curiosity. The goal is to serve, not to pitch.

5. Timid salespeople have skinny kids

Be respectfully bold. Offer the solution with confidence—you may be the only person helping them prepare for what's coming.