



LET'S GET READY TO BUNDLE

Writing More Multi-Line Business With Less Effort And Greater Success

Course Description:

Most agencies *know* bundling increases retention, raises revenue per household, and generates stronger referrals — but far too many teams still default to selling monoline. “Let’s Get Ready to Bundle” tackles the real reasons why staff don’t bundle more — and gives agency leaders a proven framework to flip the script.

In this high-energy course, Greg Gray introduces you to the five biggest reasons reps avoid bundling, along with the hidden stress that monoline sales create inside your agency. You’ll learn how to overcome customer resistance *before* it surfaces by embedding persuasive ‘GPS’ scripting (Greg’s term for conversational cues) into the first 30 seconds of any quote. You’ll also get bundle-specific objection handling techniques, learn how to use FOMO and social proof to drive engagement, and discover how to transform staff hesitation into confident bundling offers — even with customers who “just want a car quote.”

Why This Is Important

Customers who bundle stick longer, spend more, refer more, and lapse less. But unless your team is equipped to introduce bundling early — and handle it confidently — you’ll keep missing easy wins. This course is about changing that dynamic, one empowered conversation at a time.

Participants Will Leave With:

- A GPS script framework that unlocks bundling conversations without feeling forced
- The top 5 reasons staff avoid bundling — and how to fix them
- A ‘Hug & Pivot’ objection-handling technique that keeps conversations alive
- Social proof and scarcity phrases that lower customer resistance
- Tips for increasing bundle adoption even with existing monoline customers

Whether you’re looking to reduce lapse rates, boost profitability, or make staff feel more confident bundling home, auto, renters, and even life — this session arms you with tools you can use *immediately*.

