

IUL Script

Intro:

Hi ___? This is (name) with Expor Financial Group. I'm calling about the request you filled out through social media about IULs (Indexed universal Life), where you can create tax-free retirement and build generational wealth. Does that sound familiar?

Great, thanks for your interest and filling that out. So for this call all we are going to do is go through a few quick questions to make sure this is something that you might qualify for and go from there, does that sound good?

I will send you my information, that way you know you are talking to an experienced life insurance broker and have a copy of my credentials! (short pause).

We are brokers, so what that means for you is that we work with over 30+ A rated carriers which allows us to not only be able to shop around for the best pricing but also if you were to get declined, worst case scenario we have other carriers that will get you an approval. Does that make sense? (pause)

So bring me up to speed, what has you looking into the Indexed Universal Life policy?

- Many people want to leverage the cash value... for tax-free retirement building, being their own bank, and things like that... There are also living benefits and of course a death benefit... What's most important to you?

Perfect, and what type of investments or retirement accounts do you have set up, for example like a 401k, ROTH IRA, CD'S, Bonds?

God forbid something were to happen to you ___ (Name), do you have any life insurance in place that would protect your family outside of work coverage?

** if yes** Great, I am glad you have that in place. Who would be receiving that money?

****Financial Questions****

And then it's asking me here, what do you do for a living?

Okay great, what a ballpark number for your monthly income?

Lastly, do you own or rent your home?

****Medical Questions****

Now, I do have to let you know that not everyone can get approved for life insurance. IF we get you approved, it's definitely a privilege. There's two main things the insurance carriers are going to look at to be able to determine your eligibility. When it comes to these policies here are the main factors that the carriers use for qualification:

1. Your driving record and background, they're going to take a look at your driving history mainly to see that you don't have any DUIs or excessive speeding tickets in the last 5 to 10 years. Any concerns there? (pause)

As well as they're going to take a look at your criminal background to make sure you don't have any felonies within the last 5 to 10 years.

2. The most important part will be your health. They're going to take a look at your medical records to see if you have any pre-existing conditions as well as your pharmaceutical records to see what prescriptions you're currently taking or have been prescribed. Does that make sense?

Great, Let's jump into these health questions to make sure you can qualify.

- Age?
- Smoker?
- Height?
- Weight?
- Health conditions? (Heart attack, cancer, stroke, diabetes, depression)
- Prescriptions?
- Within the last 10 years, any DUIs or license suspensions?
- Within the last 10 years, would anything pop up on your criminal record?
- Bankruptcies?

Perfect! If we can get you approved for a policy within your budget today, what would be more important for you - building cash value or protection for your family?

Let's talk about the index universal life (IUL) insurance policies:

IUL's work exactly the same as whole life where you have permanent coverage, build cash value and have a fixed premium for life, but it's like a whole life policy on steroids! The reason I say this is because you build significantly more cash value on an IUL policy than you do with a whole life policy!

With a whole life policy you only build cash value at a fixed rate of 2-3% while with an Indexed Universal Life policy you have the potential to build cash value anywhere from 6 - 10% compound interest annually.

The IUL is better suited for someone who is looking for an investment vehicle while also having a life insurance policy all combined into one. Does that make sense?

Perfect! Based on what we covered ____ (name), an IUL could make sense for your goals of being your own bank/ growing tax-free money for retirement. So with that being said, what's a comfortable monthly payment amount that you would like to contribute to this that you know you can afford no matter what because it's very important that you keep this policy active in order for it not to lapse and so you don't lose your cash value or your family's protection?

Now that we have established a comfortable monthly contribution, the next step is to put together an illustration so you can see your money working and how it will be accumulating over the years for you. This will show you the performance of the cash value, living benefits and death benefit inside of the IUL. This is really the only way the program will make sense. Are you free now so I can send you a link to walk you through the illustration?

**** If No ****

Schedule a follow up with the day and time that works best for the client. Make sure all decision makers will be present.

**** AFTER ILLUSTRATION ****

The most important part of this whole process is to do a FREE application! We do the application with you over the phone. It takes 5 to 10 minutes and the good thing is once I submit the application, the insurance carrier will give me a decision immediately!

There will be 1 of 3 outcomes.

A) You'll get approved and you're good to go

B) You'll get declined and if you do, we can always try with our additional carriers to get you an approval

C) It'll get sent to underwriting. IF it gets sent to underwriting that just means you didn't get approved nor denied. It just means that the underwriters need to take a further look at the application before they can make a decision so it'll be about 1 to 3 business days before we find out.

**** Explain the application process ****

And just to explain to you how the application process works, we will enter your basic demographics: Name, height and weight, contact information. They are going to verify your medical records that are attached to your social, just to verify you are as healthy as you say you are.

We will then get the pre-approval and select your beneficiary which is who the money will go to if anything happens to you. And lastly we will enter your payment information, the routing and account number you will want the policy to be drafted out of. So I'll pull that up now, go ahead and spell your first and last name for me for the recorded line.... (BE CONFIDENT)