

1.PHONE SCRIPT INTO PRESENTATION

Hey, ____

Hey this is ____ (name), I was calling you about the request you sent in for your funeral and final expense coverage. You listed your date of birth as ____, is that correct?

Ok, I'm the medical underwriter assigned to your case. We are doing everything virtually, so it only takes about 5 minutes. Do me a favor and grab a pen and paper, let me know where you're ready, sorry to make you run around.

Go ahead and write down my information:

- My name is _____
- My license number with the state is _____. With that number you are able to go to the department of insurance website and type it in to find me. That way you know who I am. The state requires me to leave that with you for your records.

2. POWER QUESTIONS

- Will this coverage be just for you or a spouse as well?
- Have you been trying to get this setup for awhile now or am I the first one you've been able to talk to?
- Do you currently have any active life insurance? (Ask: company, type of coverage, coverage amount, monthly amount, when was it set up)
- Now before we get started is there anyone else that needs to be involved in this process or will you be making the final decision yourself?

3. EXPLAIN THE PROCESS

So the process is super simple. Everything is based on age and health, so I go through a couple of broad medical questions and that lets me know which company will most likely approve you. We will be looking at companies like Mutual of Omaha, Americo, Aflac, Aetna. Have you heard of a few of those?

Awesome, once we have some options, we will see who is offering you the best price and then we will fill out an application to make sure you qualify.

Now, once we find a coverage amount and a price that makes you happy, is there any reason you wouldn't want to see if you qualify today?

Perfect, let's hop into the medical questions

4. INVENTORY SHEET

Are you a smoker? What is your age as of today? What is your height and weight last time you checked?

Medical Conditions: Heart Attack, Stroke, Cancer, Stints, Diabetes, Neuropathy, COPD, High Blood Pressure, Kidney or Liver Disease, Congestive Heart Failure, Alzheimer's, Dementia, Anxiety or Depression?

If diabetes: Did they prescribe any nerve blockers like gabapentin or Lyrica?

If COPD: Any oxygen or inhalers like albuterol?

HBP meds to look for: Lisinopril, Amlodipine, Atorvastatin

Heart meds (CHF): are you taking any water pills like **furosemide** or **lasix** or **carvedilol**

Now, ____ (name), I don't want to make you do medical exams, blood work, urine samples, so what they will do instead is add your social to your application to look at your medical records to get you a decision today. Is there anything else you can think of that might pop up on your records that we didn't go over?

CLIENT INFO:

- Are you working full time or retired?
- If Retired: Are you getting social security for income? Any retirement / pensions?
- Just a ballpark, what would you say is your approximate monthly income?
- Is that deposited into a bank account like most people or a direct express card? **If bank acct:** Okay great, I will add the discount for using a bank acct here.
- Do you rent or own? (use this answer to maybe upsell mortgage protection)
- How much are you paying toward your rent/ mortgage every month?
- Any other large expenses? Car payments, credit cards?
- And then I know you obviously have food, utilities, and all of those other bills we have to have to live. Are you able to put aside 100-200 each month after all bills for emergencies?
- One last thing, do you have anything that could act like life insurance? Any 401ks, IRAS, stocks, bonds, CD's?

5. FIND WHY & PAINT THE PICTURE

Now people typically fill this out for 1 of 3 reasons:

1. To cover funeral and final expenses
2. To cover large loans like maybe a mortgage
3. For legacy purposes or income replace

What were your main concerns?

- Ok, and if something happened to you today, who would be responsible for your funeral?
- Are they local?
- Are they working full time?
- Do you prefer a cremation or a burial?
- Have you ever had to plan a funeral before?
- IF **YES**: Did they have life insurance in place or did you have to come out of pocket? • Okay, do you remember the total cost of the funeral? Was that more recent or years ago? • Is that part of what has you looking into this now?
- IF **NO** - Do you know how much (cremations/burials) are costing today? • Would ____ (beneficiary) have been able to afford the cost of your final expenses if, heaven forbid, you passed away last week?

Ok, so it sounds like to me your main concern was to make sure (beneficiary) didn't have to come out of pocket for your funeral and final expenses, would you agree?

6. REFERRAL COLLECTION

Millions of dollars go unclaimed in life insurance every year just because people don't let their loved ones know that they have a life insurance policy.

Would you like _____ as your primary beneficiary? What is a good emergency contact for (name of beneficiary)?

Who would you like to list as the contingent beneficiary? - What is a good emergency contact for (name of beneficiary)?

Now I am going to load some options for you, just give me a moment to look through the companies.

7. PICK A PRODUCT

Alright, So I have put your information into the system and we have some options here. Grab that pen and paper so you can write these down.

This type of coverage is called _____. (Choose the coverage type below and read.)

Whole Life

Now luckily, you're still in the age range to be able to qualify for this. That's a big deal because this is the most popular type of coverage. Whole life is a plan that lasts your whole life. It will never increase in premium or decrease in coverage. It also acts like a savings account because it builds cash value. Make sense?

Term

Now luckily, you're still in the age range to be able to qualify for this, this is a big deal because this is the most popular type of coverage. With this plan you get a lot more coverage for a lot cheaper price. Now the cool thing about this plan is if we are able to get you approved for it, it locks in your rates. So, you don't have to worry about the price going up every 5 years. It will stay the exact same the entire time. Does that make sense?

8. THE PITCH (3 Options) Pitch Coverage, Value, then Price

Go ahead and write down:

- Coverage Amount 1
- Coverage Amount 2
- Coverage Amount 3

• Coverage Amount 1

Now this option maxes out your coverage. It takes care of all the major final expenses and leaves money behind for a legacy. This plan is great for locking in the most coverage for the most affordable price. Most families go with this option if they're really good at saving money.

This option is going to be setting aside ____ a month (**price**), which is ____ per week.

• Coverage Amount 2

Now this is one of the most popular plans. This is the option the state recommends because you're ____ years old and average life expectancy is 83. So this takes care of the inflation side of everything, so you don't have to worry about paying for only a portion of the funeral. This will protect you for today and in the future.

This option is going to be setting aside ____ a month (**price**), which is ____ per week.

• Coverage Amount 3

Lastly, this is the starter program. This option is the bare minimum of what we WILL do today. Because this option gets your foot in the door and makes sure you're being proactive just because you have no coverage. So this plan will protect you today and allow you to upgrade in the future.

This option is going to be setting aside ____ a month (**price**), which is ____ per week.

Now, like I said before. Unfortunately, I don't make the final decision. The insurance company does that. So we still have to submit your application to see if you can even qualify for this. But if you are able to qualify, would you want to leave your family with ____ or ____?

9. THE CLOSE

Ok, I'll try my best to get you approved. The application only takes about 5 minutes and we will know immediately if you're approved or not.

And just to explain to you how the application process works, we will enter your basic demographics: Name, height and weight, contact information, all that good stuff. We will select your beneficiary which is who the money will go to if anything happens to you. And since there are no medical exams required, they will ask for your social security number to verify your identity and check your medical records to make their decision. And lastly we will select your payment method which will be whatever bank routing and account number you'd like to use and of course nothing is due today. You don't pay for it until the policy actually starts if we can get you approved.

So I'll pull that up now, go ahead and spell your first name for me.... (BE CONFIDENT)

STOP READING AND START THE EAPP

10. E-APP PIT STOPS

Social Security Number:

So I am going to put you through the verification process so just be honest with me for these questions.

- Are you a US citizen?
- What state were you born in?
- And like I said you don't have to do any medical exams or bloodwork, they will use your social to verify your medical background. So go ahead with your social.

STOP READING AND GO BACK THE EAPP

Effective Date:

- Perfect, most of the people we talk to like to be covered right away, so the way this works is the 1st payment will come out within 1-3 business days so that you're immediately protected and don't have to worry about anything. Will the (price) be in your account for the coverage to start for you immediately?
- (If not, proceed to find out their pay schedule and a day that works for them. Sooner the better)

Banking:

Everything is looking good so far on your application. They did pre approve you so that is good news! They just need to make sure they partner with your bank.

- Who do you bank with?
- Was that opened out here in ____ (state)
- (Google routing number, DO NOT ASK)
- It does look like they partner with your bank. I just need to verify that we have the right routing number. Go ahead and grab a blank check or a bank statement.
- I have the routing number as _____. Is that correct?
- Ok, and go ahead with the account number.

FINISH EAPP AND GET APPROVAL

11. CEMENT THE SALE

Okay, everything looks great on your application. Now, I haven't submitted this yet. Before I do, I want you to know that I take my job very seriously and they do grade me on my quality. My

intentions today were to find an affordable plan that you could maintain into the future so that when the time comes, your family will be taken care of. So just to confirm you do fully understand what we went over today, which is (coverage amount) of coverage for (price) per month, correct?

And that's going to be something you're able to maintain each month moving forward, correct?

Just because the last thing we want is a call a week, a month, or even 2 years from now saying this won't be affordable, because that would be defeating the purpose of why we are on the phone now.

Perfect and again the first payment will be starting on (effective date).

FAKE PAUSE 30 SECONDS - ACT LIKE ITS LOADING DECISION

Approved:

Congratulations, it does look like you have been approved! Now, grab that pen and paper, I want you to write a few things down. I come along with the policy so make sure you save my number and give it to (Beneficiary) so that they can call me if anything ever happens or if you simply need to make any changes with your policy.

- My direct line is _____.
- Carrier Name
- Coverage Amount
- Type Of Coverage
- Monthly Price
- Policy Number

Now you might still receive some calls because you haven't been checked off of our system yet. I'm closing your file now, but it won't register automatically. I should be the only one calling you about your policy, nobody else. So, if someone reaches out or knocks on your door, just give them my info and tell them they can call me. No need to give out your info to anyone random, make sense?

Also___ I just want to make sure you are not going to cancel your policy just because it's not only going to affect you, but it's going to affect your family, as well as affect me because I am the representative that helped you. Do you foresee yourself cancelling or not making your payments?

If anything changes financially and you aren't sure you can afford it, call me first and we can discuss your options. Your policy paperwork will come in the mail within roughly 10-15 business days

Ok, now last thing I always ask my families before I let you go here today, on a scale of 1-10 how did I do for you today? Awesome, thank you so much, it's been a pleasure to protect your family.

Now out of everything we covered, what did you feel was most beneficial about what we went over? (repeat it back to them and expand).

Now obviously, like I mentioned before, I will make sure we go over your policy with your beneficiaries so they know exactly how that works. In addition, I'll make sure they get access to the same exact information as we went over with you. Other than your beneficiaries, I know there are definitely some people in your life who can benefit from this— let's go ahead and start with (whoever they mentioned in preso; ex: brother, sister, parents, aunts, uncles, coworkers, bestfriends, etc)... What was your sister's name again? Ok great and does she have a 732 area code like you? Perfect, now does your sister work a day shift, nights, or not working? Kids, married? Ok, now let's go to the next person..

(keep suggesting all the ppl they mentioned prior). Ok who's next, who's next, who's next.

(**Don't stop them unless they tell you they don't have anyone else at least twice. After all names, numbers, and info collected.. Then say—**)

10) RECAP + PROACTIVELY BEAT REF REBUTTALS

Ok so we have (list the names)-- now I just need you to do me a favor and make sure you let them know I'm going to be reaching out. Just keep it simple and say "hey, I met with _____, she went over some really great info for my family and I think you'd benefit, she's gonna call you later on today" Ok, can you do that for me? Perfect, now listen, if they're not interested or are already in a good place, no big deal, at least we'll make sure they're in the best possible spot with their own coverage. They'll 100% owe you dinner and a bottle of wine to thank you!!