

**Success Tip:** Write down all your objections when you are booking appointments and all objections you get in the home. Review the objections with your manager to learn how to overcome or make changes to improve your process and close ratio.

### Client Mindset

Life insurance brings peace of mind for those who love their family and don't want to risk putting their loved ones in financial jeopardy and / or desire to leave a legacy. However, many people because they can't feel it or touch it, and will not realize the benefit while they are alive, and as a result it can be difficult for them to grasp the value of life insurance.

It is your job as an agent to help them realize the value of protecting their family with life insurance and you do that through relatable stories and asking questions that will help them relate it to their personal life.

### Story Ideas:

- Share your personal story
- Story of something recent in the news where someone died in an accident, fire, natural disaster, etc.

### Clients preconceived idea of life insurance

If a client has an unrealistic view of what they can qualify for or what life insurance is about, you are not in a position to win. It is your role to be direct, honest and establish realistic expectations. Otherwise you are wasting your time and theirs.

Client will think:

- You are there to sell them something they don't need or want
- Insurance is a waste of money
- It's not their problem because they will be dead
- Insurance is betting on their life
- I can get life insurance at any time and I'm healthy, so I don't need to do it now
- At age 70 and with health issues they think they can still qualify for \$500K at \$50 month.

### Position yourself to win

- Be positive and confident
- Don't take brochures into the meeting
- Keep it simple and on point (don't try to impress them with your insurance knowledge)
- Be prepared with your stories to share
- Keep it conversational and not salesy

### Control the meeting

- Direct clients to the kitchen table
- If the TV is on ask them to please turn off so that you can hear yourself talk or to make sure you don't get distracted while you talk.
- Make sure both husband and wife are present
- Keep the options simple to meet the needs of the client and don't confuse the client with all the options we have available as agents.

- Be direct and candid with your clients. You are the only person that has the authority and invited in to have the difficult conversation with them about what happens when they die. Don't sugar coat or be soft. If you leave the home and they are not protected, you have left the family at risk.

### Build Rapport

- Keep it short
- Objective is to build the like and trust factor and establish some common interest so they feel like they can relate to you. Don't spend too much time – just a few minutes and focus on building professional rapport through the process.
- Be careful not to spend too much time building rapport as it's easy to become a professional visitor and you lose professional respect. If they become too comfortable and you lose professional respect it will be easier for them to say NO to you.
- Show your state insurance license to establish credibility.

### The In Home Presentation Steps

1. Purpose / why – Establishing the need
2. Process / intent
3. Benefit
4. Financial Inventory
5. Paint the picture
6. Go over prices
7. The Close
8. Application process
9. Wrap up & tie down
10. Ask for referrals

#### 1. PURPOSE OR WHY

- Through this process you are helping the client understand the value of protecting their family. You are establishing the need early on in the appointment. If it is not important to them, regardless of price, they will not do anything.
- Share relevant stories throughout the process to help client realize the value.
- Ask client why they filled out the form or agreed to a meeting to discuss final expense.

Ask: ***“When folks respond to this inquiry, it's usually for one of three reasons:***

*(1) They realize that they don't have any protection in place now and they want to make sure that when they do pass, there will be money available to help relieve the financial burden for their family and loved ones.*

*(2) They have coverage but they're not sure exactly what they have or if it's enough coverage.*

*(3) They have adequate coverage but would like to purchase a little bit more so that they can leave a special gift for a grandchild, or to their church or their favorite charity.*

*Of the three, where would you fit in?*

*On a scale of 1 to 10, how important is it to have your final expenses taken care of in case of your death?”*



**Objections:**

- I have life insurance: *When does the policy end? While I'm here you should have me review it because I have found that many clients don't really know what they have, and I had one client who thought he was covered and he grabbed the policy for me to review and realized that it had expired. We put a new policy in place and 60 days later he was killed in motorcycle accident and his wife was so thankful that I asked to review the policy. She told me she didn't know how she would have been able to make it financially if they didn't have life insurance.*
- I have a policy at work: *Great! Many of the work policies are great supplemental plans. I had recently met with a client who had a work policy and she got cancer and couldn't work any longer and because was no longer working for the company she didn't have the life insurance any longer. So, she contacted us to get coverage but since she had cancer she wasn't eligible for much and we could only get her a small policy that was more expensive. Many of my clients feel that it's better to be in control of how and when they protect their family because we never know when life will happen right?*

**2. PROCESS / INTENT STATEMENT**

Explain the process and what you are going to be doing today and your role.

*Mr. and Mrs. Jones, If you're like most of my clients (**this creates herd mentality**) you're probably wondering what's going to happen here TODAY, what final expense costs, and how long this is going to take. I'll be answering those questions today and any other questions you have.*

*(**Authority figure**) My job as a field underwriter is to help you find a product that fits your family's needs and budget. If I can't (**how the subconscious works**) find something that fits your needs and budget then, no pressure I'll be out of here in 5 minutes, sound fair? (**Get agreement, use body language**)*

*However, if I can find something that fits your needs and budget (**repetition goes to the subconscious and paints a picture**) then the best that I can do Today is help you submit a request for protection. (**Husbands and men Love to protect, use this word more than "coverage" it's an emotionally triggering word**)*

*Here is what a request for coverage would look like: (**this is the set up for the Discovery**) First, I'll ask you some questions about your lifestyle - do you like to jump out of planes, race cars, etc. Then I'll ask you questions about your health - do you take any medications, have you ever had any major heart attacks, diabetes or cancer? And Lastly, I'll ask you about your finances - What's your net worth, what's your home worth, what your mortgage/rent is at, do you have retirement accounts, Insurance or things that act like Insurance, who do you bank with, your routing and account numbers. This is for the Insurance company to be able to determine your financial suitability.*

*My job is to simply see what you might qualify for and the best I can do today is submit a request for coverage. Rest assured I won't be sending anyone out to poke you with needles or to have you give blood or urine.*

*Based off of everything you tell me I'll be able to make a recommendation on which company you qualify for and best suits your needs. What I'll need from you is truthful honest answers to the best of your knowledge, do you think you can do that for me? (**Your expectations**) Does that all make sense, and do you have any questions so far? (**Request for interaction**)*

### 3. BENEFIT

*“Are you planning a traditional burial or cremation?”* Make sure they understand the costs involved with their final wishes.

*“Have you or your family had to pay for someone else’s final expenses?”*

*“Who’s your beneficiary? Are they financially prepared to pay for your final expenses?”*

*Is there anyone who would be financially impacted by your death? Or “Who is the #1 person who will be picking up the pieces when you die?”* (to cover debt, loss of spouse’s Social Security income, other final expenses beyond a funeral)

**Take note of the beneficiary’s name so you can mention how the plan will benefit that person specifically.**

*“Is there anyone else who will need some financial help if you pass away*

### 4. FINANCIAL INVENTORY

The financial inventory worksheet is designed to guide you through the process and help you identify other opportunities.

- Complete the financial inventory worksheet
- Determine what product is ideal based on health, age, and financial inventory
- Prequalify the client by reviewing Agent Field Guide on [www.OnlineAgentMentor.com](http://www.OnlineAgentMentor.com) and asking the questions and check the prescription guides

### 5. PAINT THE PICTURE

Paint the picture of how the final expense benefit and how it will benefit their family.

- Dig deeper into their why by asking questions like *“if you died today what would happen to your family?”*
- Before you run numbers make sure they understand the value of the benefit and the concept you shared. If they are confused at this point they will only be more confused when you share prices and they will only have one option but to *“think about it”*.

### 6. GO OVER PRICES

**Don’t sell the insurance company. Sell the value of Final Expense and their Why and what it will do for their beneficiary. If you provide too much product detail you’ll cause the client to say “Let me think about it”. Keep it simple!**

*“Let me run some options for you based on what you shared. Mr. & Mrs. Jones, I want you to know that I’m licensed with several different companies that allows me to find the best product and rate for you. The company and benefit that I recommend for you has a level premium which will not go up and will cover you for your Whole Life to age 100 (or 121 depending on carrier). Once you are approved and the policy is issued it can never be taken away from you as long as you make the monthly payment regardless of your health.”*

Run the quotes and start with the highest face amount \$30 or \$40K and then work your way down. Target the last option to be in the mid \$55 range. This will leave you room if you need to bring the monthly premium down. The reason for starting with the highest first is you want any price shock to be on the highest which will make their ideal number look comfortable and easy to choose.

## 7. THE CLOSE

**Soft close** – Say this as you are showing them the options and before they have a chance to say “let me think about it.” This takes away the objection ahead of time and position you to take the app.

*(Client name), unfortunately we can't make a decision today because we are not sure if you are eligible. But, if you were to qualify which one of these do you think would be the most affordable for you? (Then shut up!)*

**Option 2 close:** Hand them the Pitch Sheet:

*“So here's the most common ones, Mary, you know based on your age.”*

*“You can pick anyone you like, so you never have to feel handcuffed. A lot of folks start with one and increase it real easily down the road.”*

(Read them off starting with gold then pass it to the client).

(Do not give them exact quotes. Show and Read off “Ballpark/Range” quotes.)

- Gold= \$105.76 (SAY “Gold would be in the \$99 ballpark.”)
- Silver= \$85.23 (SAY “Silver would be in the \$79 range.”)
- Bronze= \$65.54 (SAY “And Bronze would be in the \$59 range.”)

*“Which one of these three works best for you Mary?”*

**(Then be quiet and let them pick).**

*“Good deal that's usually the one most everyone decides to go with. Well ALL THEY HAVE ME DO is verify you are who you say you are while I'm with ya. Can you grab your driver's license or state id real quick?”*

**Here's what happens next:**

1. **They choose the option that works for them** and go to writing up the app. Don't do anything else other than, *Great! get your driver license and we'll start the application request.* Don't try to sell them again or talk about any other product features. Just move straight to the app.
2. **I can't afford it.** *I understand how you **Feel**, many of my clients have **Felt** the same way initially, and what they **Found** was that it was an eye opener when they realized that if they can't afford it now then how would their family ever be able to afford to pay for funeral expenses and other expense like moving things out of your home, and credit cards, and it gave them great peace of mind knowing that their death wouldn't place additional financial burden on their loved ones. And I know that's not what you want for your family right **(beneficiary name)** right?*
3. **Let me think about it.**
  - *Perfect! That's exactly what this program is designed to do. Once we submit request for approval you will receive a policy in about a week and have 30 days to think about it. If you don't like it, you simply return it and receive your first month's premium back. No questions asked. It's that simple.*
  - *There is really nothing to think about because you haven't been approved. The way the process works is to get you approved and then you have 30 days to think about.*

- *When you say you need to think about it does that mean you don't see any value in protecting your family and you are okay with passing the financial burden to them? Or that you do value it, but you are unsure of which option to choose because of your budget?*
- 4. **I could put that in savings each month and be self-insured.** *You could, but let me ask you how much do you have in savings now? I've had other clients feel the same way and they felt that there was always something coming up in life that prevented them from saving each month consistently and they found that it was easier and more valuable to have a structured plan that they didn't have to think about and would be there for their family (use beneficiary name) if they died tomorrow or 20 years from now.*
- 5. **I need to speak to my \_\_\_ first.** (spouse, son / daughter or niece/ nephew)
  - *I understand how you feel, many people (parents) have felt the same and what they found is that their children care for them and don't want them to take on any additional bills and they would naturally tell you no. But you know as you have shared with me today that if you don't have a benefit like this (**beneficiary name**) will bear the financial burden at the same time they are burying you, and grieving over losing you which makes a bad situation worse and I'm sure that's not the what you intend your final memory you want to leave them right?*
  - *Perfect! That's exactly what this program is designed to do. Once we submit request for approval you will receive a policy in about a week and have 30 days to discuss it with your son/daughter/family. If they don't like it, you simply return it and receive your first month's premium back. No questions asked. It's that simple.*
  - *There's nothing to discuss or think about if you are not approved it's a moot point. With that said let's just see if we can get you approved.*
  - *This is something you're doing FOR your children. Not with their permission. Are you okay with having them worry about how they are going to pay for your funeral expenses at the same time they grieving over losing you? Imagine how you would feel.*

## 8. Application Process

- Ask for driver license
- Ask for beneficiary name, dob, phone, and email (**referral opportunity**)
- Fill out application (eApp preferred)
- Explain and verify payment draft dates are okay.
- Submit the app
- ERN – Emergency Response Network. (**referral opportunity**) This works best when you make it part of the application process after you have submitted the application. Don't get distracted while writing the app up. Take out your ERN sheet.
  - *The last thing I'm required to do Mr. & Mrs. Jones. The insurance company wants to make sure they are notified immediately upon your death, so they can get a check to your beneficiary ASAP. The challenge insurance companies have is they are never notified when someone dies because their family didn't know a life insurance policy existed. So, I'm required to notify those closest to you, so they have my information and the company information in the event something should happen to you, so the insurance company can pay them. Who are those closest to you and there needs to be local friends or family that can be notified as well.*

## 9. Wrap Up and Tie Down

- Congratulate them on their decision to protect their family. Make them feel good about what they have done for their family. These are important steps to tie down the policy and minimize cancellations.
- Explain the process:
  - *Once I receive final approval I'll follow up with you and let you know. If for any reason you are not approved as planned, we'll find other options for you.*
  - *In approximately a week you'll receive the policy from (Carrier) and I'll follow up with you to make sure you received it and to review the details with you.*
  - *If you have any questions call me immediately so I can answer your questions.*
- Leave behind Yellow Folder (Final Wishes, Personal next step letter, Things Executor must do)

## 10. Referrals

Always ask for referrals whether you close a deal or not always ask. It's the best free lead you'll get.

*"Who else do you know that would benefit from having a final expense plan, so their family isn't burdened with the cost of burying their loved one?"*

### Post close process:

- Send a thank you card and include your business card
- Put a reminder on your calendar to follow to make sure policy is issued and received by client
- Put a reminder in your CRM to do an annual policy review
- Add your client to your monthly client newsletter
- Call the beneficiaries and ERN contacts to make sure they have your info and pivot to an appointment. If out of State, try to sell over phone.
- Report the application you wrote.