

Mortgage Protection Objections and Rebuttals

Anytime you hear an objection the first response should be **“That’s Exactly Why I’m calling”**. This simple response creates an interrupt and allows you to simply and easily transition to overcome and maintain control of the conversation. After you cover the rebuttal go back to the main script and continue verifying the information and booking the appointment.

“We already have it taken care”

___ That’s exactly why I’m calling!” This is benefit you requested that would protect your home if you died. Our records show that you never received the information from us and I’m the field underwriter who has been assigned to your request to get you taken care of. I just need a quick second to verify some information so I can run some options for you. **“Is this life insurance, I already have that”**

That’s exactly why I’m calling! This is the benefit you requested when you were financing your home if you died, and I’m the field underwriter that has been assigned to work on your case, and I just need a moment to verify some information you gave.

That’s exactly why I’m calling! I need to meet with you to review the new 2018 programs to make sure your policy is up to date and that you have the best price.

“I’m busy can you call me back”

That’s exactly why I’m calling! I only have a few seconds and I’m going to work on your case this week and I just need 30 seconds to verify.

Or:

The company has me scheduled in your area on ___ & ___ meeting with other families. I know you don’t have time right now and I don’t either. I’m going to squeeze you into a 10 minute window. Does the afternoon or evening work better for you on ___?

“I sold my house”

That’s exactly why I’m calling! You never put this mortgage protection in place on your old home, and as you know, you can get this on your new home? Right?

We met with someone and it’s too expensive

That’s exactly why I’m calling! It looks like you haven’t put this protection in place yet, and we’ve actually got some really affordable options right now for 2018 that I think you and your wife would want to take a look at.

Or

That’s exactly why I’m calling! Most agents only show you the A option which is the most expensive. I show you all 3 options and let you choose the most affordable that works with your budget.

I’m not longer interested

That’s exactly why I’m calling! When you say you are no longer interested is that because you met with someone at it was too expensive or that you didn’t qualify?

I’m meeting with another agent ...

That’s exactly why I’m calling! I work with several major carriers that are out there, therefore, I am able to shop around for you and get you the best prices on the market place, period, and when you think about it, it doesn’t hurt to compare right? (They say “Right”). So with that in mind, I just need to verify your information and get those quotes out to you, ok ...?”

Multiple calls about the mortgage protection

That’s exactly why I’m calling! “This is the first time I’m calling you and You must have had a great concern for your family if you passed away unexpectedly and filled out more than one form and

that's probably the reason why you're getting multiple calls. So, in order to get some quotes out to you ..."

Don't remember sending that in ...

That's exactly why I'm calling! It may have been some time ago and our records show that we've tried to get in touch with you before and were unable to do so."

Can you just send me or email me the info?

I wish I could it would make my job a lot easier! But because we don't require a nurse to come and take blood or urine, and as a field underwriter I'm required to verify that you are alive and breathing and that you are who you say your are. I'm meeting with about 12 other families that day and won't have a lot time so I can squeeze you at 2:30 or 6:00 pm which works better for you?

Can you tell me how much it cost or give me a ballpark cost before you come out?

Honestly, I wouldn't even know where to begin. I'll run some options based on your health, age, and I always show you options that are within your budget and I let you choose which is best for you. (Go to booking appointment)

Phone Script Most Common Objections Pt. 2

1) Can you just email it or mail it to me? (Same if they're just looking for a quick quote)

RESPONSE #2: I wish I could do that, it would definitely make my job easier. But unfortunately, since our plans are non-medical, the insurance carriers make me validate your driver's license and see you in person to make sure there isn't any identity theft or fraud. Does that make sense?

2) I already have life insurance

RESPONSE #1: Perfect. This isn't life insurance. This is Mortgage Protection. Life insurance is there for your family to leave income behind. Mortgage Protection is to protect the equity and the value of your home, and to make sure if you were to pass away that your family would be able to stay in the home.

RESPONSE #2: Perfect. A majority of my clients have life insurance as well, so do I. But Mortgage Protection is very different. It's sole purpose is to protect the homeowners in case of a death or disability so that their loved ones will be able to stay in their home.

3) I won't be home

RESPONSE #1: Perfect. What time do you and your spouse normally get home during the week?

(Make them tell you their schedule for the week.... So for example.. they'll say Monday, we get home at about 630pm. Tuesday, we have bowling so we won't be home until 9. Wednesday is early day so we are normally home at 530. Thursday is date night so we block that out completely for ourselves)

**You get the point. Find out what they do during the evening and book on the time they are available AFTER they give you their schedule

RESPONSE #2: Perfect. It's only going to take 15-20 minutes. I just need to drop the information off to you. What you do with the information is totally up to you. My job is just to deliver the information off to you

4) I'm not interested

RESPONSE #1: Perfect. My job is just to deliver the information to you. What you do with it is totally up to you. But they just pay me to drop it off to you. If you don't want it, you can sign the release of liability form.

(if you feel like adding on, sometimes I do because I get bored, then you can say...) In case you die and you're not covered, your family cannot come sue us since you didn't protect them.

RESPONSE #2: It looks like you filled this form out to protect your family and your home. You even initialed it with your own handwriting. I have the card right in front of me right here, let's make sure it's your handwriting and not someone else's. What time will you and your spouse be free?

Tips on the phone—

1) If they are OLDER leads, **DO NOT ASK** if they remember filling out the mortgage protection card, because chances are they forgot. So just keep rolling with it.

Example –

Hi _____? Hi, I'm Steven with the Mortgage Protection Center. I'm getting back to you about a card you filled out about a program that pays off your mortgage incase of death or disability.

(DO NOT PAUSE, normally you would, but go straight into verifying information)

I have here that your DOB is.... Your address is...

AND JUST ASSUME IT.

2) Some of the top phone dialers and appointment bookers (Jack, Andrew, and even Shawn said this in training) are monotonous and sometimes emotionless.

3) Ask if they are SINGLE or MARRIED. This matters because if they are MARRIED, you want both of them at the time of the appointment. You don't want ONE LEGGERS (one spouse present, one spouse absent) because then you give them the ability to say "I need to talk to my wife about it... We don't make decisions without talking to each other."

4) When you are new, and you are comfortable with the person on the phone, try and ask if they have any medical conditions (heart attack, strokes, cancer, diabetes, high blood pressure, and high cholesterol)? And also what prescriptions they are taking. This is important because you can ask your support team which plans they will QUALIFY for BEFORE you even get into the home so you know which company to write them.

5) I learned this from Tray, but it's very important. Ask if they live in a gated community or have a gate. Because sometimes they do, and if you don't get their gate code or whatever, you might get to the appointment and not get in, but they are home and not answering the phone.

6) ON MORTGAGE PROTECTION APPTS: Ask if they their address is their primary residence or rental property. You'd be surprised how many times we show up to a house on the lead card to find out that they rent that home to someone else.