

One- Call Close Script #1

FEX VIRTUAL SCRIPT

Hi ____? Hi ____, This is (____). I'm getting back to you from the benefits center regarding the information you requested online for the State Regulated Life Insurance.

You listed your date of birth as ____ is that correct? Perfect, so I'm just the licensed medical underwriter that was assigned to review this information with you. We are doing everything virtually now so it just takes about 10 minutes. Do you have a pen and paper handy?

(if no- Okay, no problem, I can wait a minute while you grab one)

(if still no - Okay, what time do you get home from work? etc.)

Okay, I'll have you write down my information first. My name is _____ and my license number for the state of ____ is # _____. Now, that is my license # for the (state) Department of Insurance. They do require I leave that with you in case you need to look me up for any reason.

Now when you filled this out, were you looking to get coverage on just yourself or did you have a spouse as well? Okay, perfect.

Now the way this works is very simple. My job is a little different from the sales reps they normally would send out to you. I'm on the medical side of things so I'm going to ask you a couple questions, and depending on how you answer those, it will give me a good idea of which companies will decline you and which ones might approve you.

From there, I will be able to look at all of the state regulated options and we will see which company is offering you the best rate. And then at that point, we will submit an application up to the home office to see if we can even get you approved for coverage.

So, no decisions, commitments, or payments are made today, because before you can buy the insurance, you have to get approved for it first. Does that make sense?

Now people typically fill this out for one of 3 reasons.

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

What was your main concern?

(FINANCIAL INVENTORY SHEET)

Okay, (client name), so what we are going to look at for you today is a (policy type).

Whole Life

- This lasts for your whole life, so it doesn't matter when, where or how you die, it is guaranteed to pay out to your family
- The premiums will never increase on you, so they will remain level and lock you in at your age and health you are at now
- There will be living benefits, so if you ever become critically, chronically or terminally ill, you will have access to some of the benefit amount to help you out while you are alive
- It will build a cash value over time, nothing to make you rich, but think of it like an emergency savings account for you

Cash Back Term

This program is the most popular type of coverage because it comes with a 100% guarantee. Now during the (15, 20, 30 year term), if anything happens to you, it will pay out the entire benefit to your family. However, if nothing happens to you, and you outlive the policy, they will return 100% of the money you had put into it. So, it acts as a savings account for you. And lastly it has built in living benefits which means if you have any critical, chronic, or terminal illnesses, things such as heart attack, stroke, cancer, this will actually pay out to you while you're still here to help cover living expenses, medical bills or anything else you may need. Does that 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?

Okay, now I am going to have you write down the words Gold, Silver and Bronze on your paper. The Gold option is (coverage amount), the Silver would be (coverage amount) and the Bronze would be (coverage amount).

The Gold would be (monthly \$), the Silver would be (monthly \$) and the Bronze would be (monthly \$).

Now, like I said before. Unfortunately, I don't get to make the final decision. The insurance company does that. So we still have to submit your application to the home office to see if you can even qualify. But if you are able to qualify, which option makes the most sense for you?

Alright so what I'm gonna do is run a quick application for you – from there you'll be able to pick a date down the line that you would want this to take effect for the family, so no payments are made today. This will just allow us to see if you're approved and then you'll be able to receive all the paperwork in the mail, review all the details of the policy, and make sure that this is the right coverage for you.

APPLICATION INFO

(when asking for social) Okay, great, do you have your social memorized?

(if they give objection) Now this is simplified issue, so what that means is they aren't going to send out a nurse to draw your blood or make you pee in a cup, instead they will just run a prescription check through the Medical Information Bureau to see if you are healthy enough to qualify. Does that make sense?

(when asking for banking) Okay, now provided you qualify for the coverage, when would you want it to take effect? Beginning, middle or end of the month? Great, and would it be from a business or personal account? And what's the name of the bank? *(look up their routing number)* Okay, perfect, so it looks like we do work with (bank name), I have the routing number here, do you have something in front of you that I can verify this with? *(have them get a blank check or pull up the info on a mobile app and then read the routing number, verify it is correct)* Okay, and then the account number?

CLOSING OUT THE CALL

Have them write down:

- *carrier name*
- *coverage amount, premium, effective date*
- *your phone number*
- *let them know you are their broker for life, and if they need anything or have any questions about their coverage to reach out to you*

One- Call Close Script #2

1. PHONE SCRIPT INTO PRESENTATION

Hi ____ this is (your name) calling from the Benefits Center here in ____ County. The reason I'm calling is because we received the request that you filled out online for information on the ____ State life insurance programs.

You listed your Date of Birth as _____. Is that correct? Ok, I'll have you off the phone in a sec. I was just calling to let you know that we have processed your request. We are doing everything virtually now so it only takes about 15 minutes. Go ahead and grab a pen and paper so we can get this out of the way.

2. GET CREDIBILITY

I want you to write down my information:

-My name is (Your Name)

-My state Producer number is _____. With that number you can go to the Department of Insurance website and type it in to find me. That way you know who I am. The state just requires me to leave that with you.

3. POWER QUESTIONS:

- Are you home and sitting somewhere where you can write down some numbers for me?
- Do you have a good email that you can use while we are on the call if I send some information over to you?
- Have you been trying to get this set up for a while now or am I the first person you've been able to talk to about this?
- **(Shoppers)** Have you been getting declined for coverage or have you just not been able to find a program that fits your budget?
- Do you currently have any active life insurance now?
- Have you ever had a life insurance policy before?
- Have you ever been declined for life insurance before?
- Are you working full time or are you retired? If on SSI : Ok and that's being deposited into your bank account like most people or do they put that on your direct express card?

4. FIND WHY

5. EXPLAIN THE PROCESS

Now the way this works is very simple. I'm a licensed broker with the state. My job is to pull up all of the options in the state of _____. Now everything is based on your age and your health. So I'm going to ask you about 5 medical questions, and depending on how you answer those, it will give me a good idea of which companies will decline you and which ones might approve you.

Once we pull up some options for you, we will look to see which company is offering you the best rate. At that point we will submit an application to see if we can get you approved

for coverage. Unfortunately, we can't commit to anything today, because before you can buy the insurance, you have to get approved for it first.

6. MEDICAL QUESTIONS (FINANCIAL INVENTORY SHEET)

7. PITCH 2-3 OPTIONS

8. CLOSE

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 or not. But if you are able to qualify, would you want to leave your family with \$\$\$ or \$\$\$?

Ok, I'll try my best to get you approved. The application only takes about 5 minutes. I'll pull that up now. Have you tested positive for covid in the last 3 months?
Alright and spell your first name for me....(Complete the App)