

INTRO

Hey (client's name) My name is _____, I'm the Head Underwriter and manager for Family First, the life insurance information you requested? (uptone here, as if you're saying "you know what I'm talking about, right?") The reason I'm calling, we've begun processing your request and I'm trying to get you helped out as soon as possible since we have about 500 applicants per day in the Dallas area right now. Now most of my clients either want something with living benefits that protects them in case of disability or illness, or they want to be sure if they pass away their family is covered. Which is the biggest concern for you?

(IF THEY FLAT OUT TELL YOU THEY WANT LIFE INSURANCE, SKIP TO THE PRESENTATION/FINANCIAL INVENTORY)

TRANSITIONS

Not Interested/I didn't request anything -

Yeah, you're probably just shopping around, looking for quotes, don't want to commit to anything yet, am I right? Perfect! That's exactly why I'm calling. They have me contracted with all the Texas carriers so I can check and see which insurance company is going to offer you the best coverage at the best price.

Already Have Insurance -

Yeah, makes total sense. And which company is supposed to be covering you?

Okay, perfect. Now, nothing bad to say; for what they do, they're actually not too bad. The two big differences between them and the companies that I think are gonna be best for you are:

One, living benefits. They don't just cover you in case of death, they're also going to cover in case of critical, chronic (emphasize strongly this next word) AND terminal illness. (or for whole life, terminal, cash value and double indemnity accidental)

Now, (name their company), they're probably dirt cheap, right? Like \$60/month?

Thought so (or act surprised that it's that expensive if they're not paying really low rates) and I can get you the same coverage cheaper but I really think those living benefits are going to be crucial for you and I'm sorry someone didn't explain them sooner. Here's what they are; (flesh out the benefits of term or WL, whichever you're pitching)

I have it through work -

Yep, that makes total sense. You have to have SOMETHING in place to protect your family with everything going on right now.

And do you have that work coverage because you're more worried about protecting your family if you pass away or protecting yourself if you have a serious illness...?

I figured, and I'm sure you're covered as long as you're working there but it's a lot like a company truck. As long as you're there it's yours but once you leave it either goes away or the price, get this, usually triples if you want to keep the coverage when you leave. Unfortunately, these big industries don't give a hoot about the little guy.

The companies I work with, once you're approved, you're approved. So, they can't raise your rates or cancel coverage on you for ANY reason once you're approved. Doesn't matter if you switch jobs, states, get older or have health issues. They're obligated to give you coverage under all circumstances except suicide, unlike your work coverage which isn't obligated to protect you if you lose your job.

PRESENTATIONS

We're gonna do about 2 minutes of money questions, 2 minutes of health questions then about 5 minutes of shopping around. Once you pick the plan that you like the most, what we'll do is submit a request for coverage. Now that's typically gonna take 1-4 weeks of them running your background and medical history, you know, make sure you're not trying to take out insurance in someone else's name or dying of cancer, before they actually approve you and draft the first payment. That being said, I pride myself in being the guy who will fight to get my clients approved if a company doesn't want to approve you so while I can't approve you myself I'll do everything I can to make sure you get the best deal on the market.

FINANCIAL INVENTORY

(Be sure to put emphasis on the beneficiary and ask what it looks like for them receiving this check vs not)

THE CLOSE

GIVE THREE OPTIONS

Basic Soft Closes -

Now, (client's name) the biggest difference in the three plans is obviously the check amount sent to your family 24 hours after your passing. So which of these three options makes the most sense to you? (90% of the time this is the close you will use)

Now (client's name), is that going to be enough coverage for what you're trying to accomplish or do we need to look at a higher face amount?

Tri-Tonal Close - Last Resort (usually if they need to talk to a family member)

(certain, confident, strong tonality) So, (client's name), I'm not asking for any long term commitments right now. They give you 30 days with a physical copy of the actual policy to look it over with your family, discuss it with your legal advisor or anyone else involved in the decision making process. (lower your volume and let the client know with your voice that you're sincere) During those 30 days they actually hold the payment to the side and if you don't like it, they'll send the money back. Full refund, no fees, no hassle, no reason for the return needed. (reasonable tonality as if obviously any reasonable person would say yes here) Whattaya say, you think 30 days would be enough to make a decision?

(talk to family member hard close) Perfect, I'll definitely make sure we set up a conference call with the three of us and if she/he is not completely comfortable with it I'll have it canceled before the first payment even gets approved , now what was your DOB?

Submit the Application