

1. PHONE SCRIPT INTO PRESENTATION

Hi ____ ?

Hi this is _____ calling about the request that you filled out online for information on life insurance. You listed your Date of Birth as _____. Is that correct?

Okay, I'm the medical underwriter assigned to your case. We are doing everything virtually now, so it only takes a few minutes. What I'm going to have you do is grab a pen and paper. Let me know when you have that ready, okay?! (Say that as a statement not a question)

I want you to write down my information:

-My name is _____

-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 for your records.

Send them a text of a picture of state license & digital business card)

2. POWER QUESTIONS: (As Needed)

- 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?
- Will this coverage be for you or a spouse as well?
- Do you currently have any active life insurance now? (How much, with who, what type)
- Have you ever been declined for life insurance before or ever had any in the past?
- 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?
- Does this phone receive text messages as well?

3. Find the WHY.

Now people typically fill this out for 1 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?

Ok and as of right now if something happened to you today, who is responsible for handling everything when you pass? Would that person be your beneficiary as well?

4. EXPLAIN THE PROCESS

Now the way this works is very simple. My job is a little different from the sales reps we send out to you. I'm on the medical side of things so I'm going to ask you a few 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. And at that point we will submit an application to see if we can get you approved for coverage. Now unfortunately we can't commit to anything today, because before you can buy

the insurance, you have to get approved for it first. Does that make sense?

5. MEDICAL INVENTORY

Alright _____, now I'm going to run through some medical questions with you. I'm going to read them off in groups of 4 or 5. Let me know if you have ever experienced any of these.

(If they say yes to any of these ask current prescriptions, diagnosis date. Don't overcomplicate.)

Have you ever had a Any of the following:

Heart Attack - Stroke/TIA - Cancer - Stents -

Diabetes (pills or insulin) - Neuropathy - High Blood Pressure - Lupus -

Rheumatoid Arthritis - Asthma - COPD - Thyroid -

Anxiety - Depression - Kidney/Liver/ or Congestive Heart Failure?

And then any Major Surgeries or Drug/Alcohol Treatment or Felony's/DUI?

What is your current height and weight?

Do you currently smoke or use nicotine products?

PUT THIS IN TO IN HOME HELP ON SLACK OR INTEGRITY LIFE CENTER

(This is a run on sentence, keep reading through the question marks confidently)

Now is there anything else that you can think of that might reflect on your medical records like surgeries or any prescriptions collecting dust at your house? Because when we do your application they will use your social to verify your medical records and they will see that on there and possibly decline you. So, is there anything else you can think of?

6. FINANCIAL INVENTORY | Uncover problems that you can find solutions to.

-Do you prefer a cremation or burial? _____

-Do you know how much cremation or burials are costing today? Burial 12-25k Cremation 3-8k

-What are some large expenses or bills you have on a monthly basis?

-Car note, mortgage, rent, phone, medical bills, credit card debt, utilities and other insurance

- BY A ROUGH ESTIMATE WHAT IS YOUR MONTHLY INCOME? It doesn't need to be exact, I just need a rough estimate to put in the system.

(We want to know how much of their money they're spending and what's left over so we can properly quote realistic numbers).

Potential Equity Protection or Mortgage protection (questions to uncover problems if they own a home, if they rent don't ask these)

• Do you rent or own: _____

• Monthly Mortgage Payment / Rent Amount: _____

• How much is owed on the home: _____

• How many years do you have left?

• Equity Amount: _____

• Do you pay any extra towards your mortgage monthly: _____

Okay, so based on your medical questions I'm not sure if we will be able to get you approved or not, but if for some reason we can't get you approved, are you at least saving \$100-\$300 per month for emergencies?

So (client name) it sounds to me like the reason you filled this out was because the last thing you would want is to have something happen to you and then have (beneficiary name) to figure out how to _____. Example: The beneficiary having to come out of pocket for your funeral and final expenses in full unexpectedly.

6. 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 (Final Expense)

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, hence the name. The great thing about this is if we can get you approved for it today you won't ever have to deal with life insurance again. Now the reason it's so popular is because the way it works is kind of like a savings account. So, some of the money that you spend on this program is still your money. It grows with a cash value and earns a small interest rate. So, 5-10 years from now if you have an emergency and you need to tap into the account you have the option to do that. So that money isn't being thrown away and it's still your money. 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. 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 because obviously you wouldn't be able to work. So, this would replace your income. Most companies don't have living benefits but all of ours do. Does that make sense?

Cash Back Term

This coverage comes with a 100% guarantee. In the duration of this coverage, if anything happens to you it pays out to your family. If nothing happens to you, and you outlive the policy, they return 100% of every dollar you ever spent on it. 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 because obviously you wouldn't be able to work. So, this would replace your income. With this plan there is no way to lose which is why everyone wants it. Now 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 right down:

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

- Coverage Amount 1 (Covers everything they're worried about)

This plan is for people who are really smart with their money. The ones who are already saving and understand the importance of life insurance and want to lock in the max amount of coverage now so that they can save money. Because the older you get, the more expensive it becomes. Now this option comes with a built in Funeral & Final expense benefit, but it also provides enough for Income Replacement. Obviously, it's very tough to go from 2 incomes to 1. And It's impossible to go from 1 income to none. So, this will give ____ the ability to continue their standard of living until they figure out the next steps.

Next to this option go ahead and write down (price).

- Coverage Amount 2 (Covers most of what they're worried about)

Now this is one of the most popular plans. This is for people who want to take care of their family but have a more strict budget. This plan covers both the Funeral and final expenses. Now the reason it's called Funeral AND Final expenses is because most of the time we don't just die in our sleep. We usually end up in a hospital bed racking up medical bills on our way out. So, this will cover the funeral plus any medical bills that pop up in the mail 3 months later.

Next to this option go ahead and write down (price).

- Coverage Amount 3 (Covers the bare minimum)

Lastly, this is the starter program. This was built for people on fixed incomes or unemployment. It was created because they knew it was affordable for everyone and they wanted to make sure that bare minimum we had our final expenses covered and weren't being irresponsible and leaving that burden on (Their beneficiary). So this plan here will just cover the cremation/burial in Full. Next to this option go ahead and write down (price).

9. THE CLOSE

Now, like I said before, unfortunately I don't make the final decision, the insurance company does that. We still have to submit your application to see if you can even qualify for this.

If you are able to qualify, would you want to leave your family with the ____ or ____ or ____?

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.

(Prefacing the Application. This isn't mandatory but I would recommend doing it so that you don't have social or banking objections and can handle them upfront before starting the app)

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 happened to you. And since there is no medical exams required, they will ask for your social to verify your identity and check your medical records to make their decision. 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 your Approved. So I'll pull that up now, go ahead and spell your first and last name for me....
(BE CONFIDENT)

(Complete the E-App)

10. E-APP PIT STOPS

For Social Security Number: Enter in ALL client info before asking for the social. USE THIS WAY TO ASK IT EVERY TIME.

So now we're going to verify your medical records with the MIB (Medical Information Bureau) So a couple quick questions for them to validate who you are without having to do a medical exam or do a blood draw to verify prescription history and approve you.

- Are you a US citizen?
- What city and state were you born in?
- And then to verify the medical records, what is your social?

Effective Date:

- So it's industry norm for these policies to go into effect immediately so that you don't have to worry about not being protected with coverage anymore. Will that (price) be in your account?
- (If not, proceed to find out their pay schedule and find a date that works. Sooner the better. Effective immediate business is way better and actually drafts.)

Banking:

Now we are going to verify payment information.

- Who do you currently bank with?
- What state did you open this account in?
- (Google Bank Name + State + routing number, DO NOT ASK) For example:
Chase bank Arizona Routing #
- Do you have a blank check, an account statement, or mobile banking where you can verify the routing number that comes up in my system?
- Okay and what's the account number?

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?

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

So (Client Name) do I have your permission to submit this? Perfect.

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. So, If anyone calls you to go over this, or tells you they need to review your policy, just tell them you got it taken care of.

I'm going to leave you with a 4 digit security code that only you and I will have. So if someone calls you and doesn't have that code then you don't want to talk to them, Okay? The code is 7584.

(We will all use this so we don't do internal replacements and people won't flip our policy's)

Your policy paperwork will come in the mail within roughly 10-15 business days. Do you have any questions before we get off the phone? Have a great day. Call me if you need anything.

Underwriting and/or Declines: One second, It's still loading on my end so give me a couple minutes to get this updated.

***Proceed to a new carrier and begin entering client's info quickly. Pivot to the next best option. If Americo declines you can go to MOO, Corebridge SIWL, AmAm, Transamerica FE express, Aetna, then Ethos advantage whole life, then Corebridge GIWL as a last resort.

10 Managers worked together on this script to create something that actually works with a combined 25+ years of experience. This script works if you practice it, believe in it, and read it confidently.