

1. PHONE SCRIPT INTO PRESENTATION

Hey, _____, how's it going?

Hey this is _____(name), I was calling you about the request you sent in for the veteran life insurance benefits. You listed your age as _____, is that correct?

Ok, I'm the medical underwriter assigned to your case. We are doing everything virtually, so it only takes about 5 minutes. Do me a favor and grab a pen and paper, let me know where you're ready, sorry to make you run around.

Go ahead and write down my information:

- My name is _____
- My license number with the state is _____. With that number you are able to go to the department of insurance website and type it in to find me. That way you know who I am. The state requires me to leave that with you for your records.

2. POWER QUESTIONS

- Will this coverage be just for you or a spouse as well?
- Have you been trying to get this setup for awhile now or am I the first one you've been able to talk to? (I have been trying: Have you not found a coverage you liked or has it been out of your budget?)
- Do you currently have any active life insurance? (Yes: Were you looking to add coverage or trying to find a better rate?) (Ask: which one of our companies, type of coverage, coverage amount, monthly amount, when was it set up)
- 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?

3. EXPLAIN THE PROCESS

So again (LEAD NAME), my name is (YOUR NAME). I have been working exclusively with veterans for ___ year(s) now, so I am very in tune with all of your options through the VA as well as what's on the private side of things. Everything is based on age and health so we will go through a couple of those questions that way I can give you some accurate numbers.

Once we get some options pulled up for you, we will see where you are going to get the best coverage for the lowest rate. If you like what you hear, I will help you submit a request for coverage with an application.

Assuming we find you exactly what you are wanting, meaning the price is affordable for you and the coverage solves your needs, is there any reason you wouldn't want to try to get approved for it?

FINDING THEY WHY/NEED:

- Now ____, I know you submitted the form online somewhat recently. What motivated you to start looking at coverage at this time?
- Who specifically are you looking to protect? (Significant other/spouse, Child, etc)
- And if for whatever reason I am not able to help you get coverage today, what would your ____ have to do? (dive as deep as you feel the need to)

4. INVENTORY SHEET

Are you a smoker? What was your height and weight last time you checked?

Medical Conditions: Heart Attack, Stroke, Cancer, Stints, Diabetes, Neuropathy, COPD, High Blood Pressure, Kidney or Liver Disease, Congestive Heart Failure, Alzheimer's, Dementia, Anxiety, Depression or Parkinson's?

If diabetes: Did they prescribe any nerve blockers like gabapentin or Lyrica?

If COPD: Any oxygen or inhalers like albuterol?

HBP meds to look for: Lisinopril, Amlodipine, Atorvastatin

Heart meds (CHF): are you taking any water pills like **furosemide** or **Lasix** or **carvedilol**

Now, ____ (name), we aren't going to send a nurse or doctor out to you to take a bunch of blood and urine samples. They actually make it really easy to try and get approved. All they do is a quick medical history and prescription check during the application, is there anything else you can think of that might pop up on there?

CLIENT INFO:

- Are you still working or are you retired now?
- If Retired: Are you getting social security for income? Any retirement / pensions?
- Just a ballpark, what would you say is your approximate monthly income?
- Is that deposited into a bank account like most people or a direct express card? **If bank acct:** Okay great, I will add the discount for using a bank acct here.
- And, when you think about your monthly bills: rent, utilities, car payments, groceries etc. What would you say you typically have left over at the end of every month after expenses for emergencies? (repeat back to them what they said to confirm)
- **IF LESS THAN \$100:** dive into how they were planning to afford an extra monthly bill.

- One last thing, do you have anything that could act like life insurance? Any 401ks, IRAS, stocks, bonds, CD's?

5. READ IF FINAL EXPENSES IS THEIR WHY

- Do you prefer a cremation or a burial?
- Have you ever had to plan a funeral before?
- IF **YES**: Did they have life insurance in place or did you have to come out of pocket? • Okay, do you remember the total cost of the funeral? Was that more recent or years ago? • Is that part of what has you looking into this now?
- IF **NO** - Do you know how much (cremations/burials) are costing today? • Would ____ (beneficiary) have been able to afford the cost of your final expenses if, heaven forbid, you passed away last week?

Ok, so it sounds like to me your main concern was to make sure (beneficiary) didn't have to come out of pocket for your funeral and final expenses, would you agree?

7. PICK A PRODUCT

Alright, do you still have a piece of paper and a pen close by? Perfect, go ahead and write this down.

This type of coverage is called _____. (Choose the coverage type below and read.)

Whole Life

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. It's called the whole life coverage. Is that something you've heard of before? Perfect/ No worries, let me know if this is exactly what you were looking for.

Whole life is a plan that lasts your whole life, so no matter how long you live you know that it is going to pay out. This way you know you are guaranteed to get a return on your money. The other cool part about this coverage is that the premiums are fixed. Most likely at some point, if you're not already, you will be on a fixed income so we want to make sure we don't put you into a plan that increases as you age because eventually that would become unaffordable. So these premiums will be locked in at the rate you get approved for as well as the coverage amount. No matter what happens to your health down the road they can never take away or decrease your coverage. Lastly, it will act like a forced savings account for you. As you pay into this, a portion of it will grow with interest and if you have an emergency 5-10 years from now and need to borrow from the cash value, you have that option as well. Is that kinda what you were looking for?

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?

8. THE PITCH (3 Options) Pitch Coverage, Value, then Price

Go ahead and write down:

- Coverage Amount 1 (lowest option)
- Coverage Amount 2 (middle option)
- Coverage Amount 3 (largest option)

Now, remember with these options we can go up, down, sideways. The most important thing is making sure that it is affordable for you month in month out. I don't want you putting money into a plan for 6 months or a year and then having to drop it because that just wastes your money and then puts your family back at risk so coverage amount 1 is a starter program.

• Coverage Amount 1 (try to customize below to what they said their why is)

This option is the bare minimum of what we WILL do today. This option gets your foot in the door and makes sure you're being proactive just because you have no coverage. You can always add on more later but this allows you to lock in the lowest rates it will ever be since you're as young as you'll ever be. So this plan will protect you today and allow you to upgrade in the future.

This option is going to be setting aside _____ a month (**price**), which is _____ per week.

• Coverage Amount 2 (try to customize below to what they said their why is)

Now this is one of the most popular plans. This is the option the state recommends because you're _____ years old and average life expectancy is 83. So this takes care of the inflation side of everything, so you don't have to worry about paying for only a portion of the funeral. This will protect you for today and in the future.

This option is going to be setting aside _____ a month (**price**), which is _____ per week.

• Coverage Amount 3 (try to customize below to what they said their why is)

Now this _____ is one of our larger coverage options. I don't always recommend this because it might be more than you need for the basics but it's great for leaving extra behind for a legacy. It takes care of all the major final expenses and will have extra left over for your family. This plan is great for locking in the most coverage for the most affordable price. Most families go with this option if they're really good at saving money.

This option is going to be setting aside _____ a month (**price**), which is _____ per week.

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. But if you are able to qualify, would you want to leave your family with _____ or _____?

9. THE CLOSE

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.

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 happens to you. And since there are no medical exams required, they will ask for your social security number to verify your identity and check your medical records to make their decision. And lastly we will select your payment method which will be whatever bank routing and account number you'd like to use on the application. Nothing is due today, you don't pay for anything until the policy starts once we get you approved.

So I'll pull that up now, go ahead and spell your first name for me.... (BE CONFIDENT)

STOP READING AND START THE EAPP

10. E-APP PIT STOPS

Social Security Number:

So I am going to put you through the verification process so just be honest with me for these questions.

- Are you a US citizen?
- What state were you born in?
- And like I said you don't have to do any medical exams or bloodwork, they will use your social to verify your medical background. So go ahead with your social.

STOP READING AND GO BACK THE EAPP

Referrals:

- You said your beneficiary would be _____, correct? Okay great, go ahead with their emergency contact number.
- Now we will list a secondary beneficiary, who do you want to list for that? Ok great, go ahead with their emergency contact number.
- Now, for 3 emergency contacts on your application, you can list kids, grandkids, siblings, close relatives or friends... who would be your 3 emergency contacts?

STOP READING AND GO BACK THE EAPP

Effective Date:

- Perfect, unfortunately you wouldn't be able to pay today because it takes 2-3 business days for them to draft that first payment, that way you're immediately protected and don't have to worry about anything. Will the (price) be in your account for the coverage to start for you immediately?
- (If not, proceed to find out their pay schedule and a day that works for them. Sooner the better)

Banking:

Everything is looking good so far on your application. They did pre approve you so that is good news! They just need to make sure they partner with your bank.

- Who do you bank with?
- Was that opened out here in ____ (state)
- (Google routing number, DO NOT ASK)
- It does look like they partner with your bank. I just need to verify that we have the right routing number. Go ahead and grab a blank check or a bank statement.
- I have the routing number as _____. Is that correct?
- Ok, and go ahead with the account number.

FINISH EAPP AND GET APPROVAL

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?

Just because the last thing we want is a call a week, a month, or even 2 years from now saying this won't be affordable, because that would be defeating the purpose of why we are on the phone now.

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

FAKE PAUSE 30 SECONDS - ACT LIKE ITS LOADING DECISION

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. I should be the only one calling you about your policy, nobody else. So, if someone reaches out or knocks on your door, just give them my info and tell them they can call me. No need to give out your info to anyone random, make sense?

Also___ I just want to make sure you are not going to cancel your policy just because it's not only going to affect you, but it's going to affect your family, as well as affect me because I am the representative that helped you. Do you foresee yourself cancelling or not making your payments?

If anything changes financially and you aren't sure you can afford it, call me first and we can discuss your options. Your policy paperwork will come in the mail within roughly 10-15 business days

Ok, now last thing I always ask my families before I let you go here today, on a scale of 1-10 how did I do for you today? Awesome, thank you so much, it's been a pleasure to protect your family.

Now out of everything we covered, what did you feel was most beneficial about what we went over? (repeat it back to them and expand).

Now obviously, like I mentioned before, I will make sure we go over your policy with your beneficiaries so they know exactly how that works. In addition, I'll make sure they get access to the same exact information as we went over with you. Other than your beneficiaries, I know there are definitely some people in your life who can benefit from this— let's go ahead and start with (whoever they mentioned in preso; ex: brother, sister, parents, aunts, uncles, coworkers, bestfriends, etc)... What was your sister's name again? Ok great and does she have a 732 area code like you? Perfect, now does your sister work a day shift, nights, or not working? Kids, married? Ok, now let's go to the next person..

(keep suggesting all the ppl they mentioned prior). Ok who's next, who's next, who's next.

(**Don't stop them unless they tell you they don't have anyone else at least twice. After all names, numbers, and info collected.. Then say—**)

10) RECAP + PROACTIVELY BEAT REF REBUTTALS

Ok so we have (list the names)-- now I just need you to do me a favor and make sure you let them know I'm going to be reaching out. Just keep it simple and say "hey, I met with ____, she went over some really great info for my family and I think you'd benefit, she's gonna call you later on today" Ok, can you do that for me? Perfect, now listen, if they're not interested or are already in a good place, no big deal, at least we'll make sure they're in the best possible spot with their own coverage. They'll 100% owe you dinner and a bottle of wine to thank you!!