

INTRO

Hi, (John)? Hey (John), This is _____ just getting back to you here, in regards to the request you sent in...on Facebook... For the veteran life insurance programs in (STATE). You listed your beneficiary as (name). Do you remember filling that out?

Okay and just to verify some info I have your date of birth as _____ is that correct?

And I see you were in the _____(military branch) is that right? And how many years did you serve?

Okay great. Well thank you for your service!

2. So fill me in, do you have any coverage in place currently?

- A. **NO...** Okay so were you just looking to leave something behind for the family or mostly just cover some burial expenses?
- B. **YES...** Okay! Were you just looking to add on to what you currently have or are you trying to see if you can find something more affordable?

CLIENT RESPONDS

- **Trying to Save Money:** Okay do you just feel like you are overpaying for what you currently have?

1. Okay, and how much coverage do you currently have in place?

2. Gotcha, and when did you get that coverage?

3. Okay, by chance was there like a two year waiting period on that?

EXPLAIN THE PROCESS - KEEP IT SIMPLE AGENT:

Okay (name) well how we work, it's honestly suuuper simple, we specifically help **Veterans** just get connected with the most affordable and reduced rates that they may qualify for state-wide. So, basically, my job is just to kinda help ya find the most affordable plan that you may qualify for, make sense?

Also everything is non medical, so no doctors are gonna be coming out to your house knocking on the door looking for a blood sample or anything like that...I'm actually able to get you some straight answers over the phone, that all sound good?

5. MEDICAL QUESTIONS AGENT: And to see what options are available for you have you ever had?

GET CREDIBILITY NPN:

Now real quick, before we jump into this (Client Name) I want to share with you some of my personal information. It's just really important to me, with the way the world is, that you know exactly who you're talking to..so go ahead grab a pen and paper, Let me know when you're ready.

My name is _____(Spell It) I also want to give you my personal cell phone number. Just so you know you can call me, text me, if you need anything just know you can reach me directly, I'll be here for ya.

Also the state requires that I share with you my government identification number. With this number it'll share with you that I am licensed in the state, I've been through all of the background checks and most importantly, have the credentials to be speaking with you today. That number is _____(NPN)

THE WHY

QUESTION #1. (write everything down & don't talk, just listen) Mirror them - Keep pausing so they keep talking - Slow down - So kinda fill me in, what exactly motivated you to start looking around for some life insurance?

QUESTION #2. Ok, and I guess..were you planning more of a formal burial? Or are you thinking more the cremation route?

IF BURIAL

Okay, gotcha so having something around \$10,000 to \$15,000 to cover the burial is all you're really looking for, is that right?

IF CREMATION

Okay, gotcha so having something around \$3,000 to \$7,000 to cover the cremation is what you're looking for, is that correct?

QUESTION #3. And who did you want to be the beneficiary?

So (John) if something were to happen tomorrow and you didn't have coverage, do you feel like (Mary) would be okay handling those expenses themselves or are you thinking it would be pretty rough on her?

Okay so it sounds like as a (mother, father, brother etc.) it's just really important to you that (beneficiary) won't have to come out of pocket for all of those expenses and that no matter what happens they're gonna be taken care of, is that about right?

QUESTION #4. And have you been looking around for something like this for a while now? (curious)

If **YES...**

Okay, walk me through that, have you just not been able to find something that's comfortable and affordable or are you just not really sure what's out there?

If **NO...**

Okay, gotcha.. **NEXT QUESTION**

QUESTION #5. And other than the burial expenses, are there any other large bills or debts that you are worried about leaving behind?

(RECAP) >>> So correct me if I'm wrong, but currently it looks like. . . Does that all sound about right?

Okay, and I'm sure that you would agree that having something in place is probably better than having nothing, right? (yes)

Pre-Close

QUESTION #6. And I guess if we can help you find something comfortable and affordable for you, would there be anything you can think of that might be holding you back from seeing if you can get qualified?

Budget Question

Okay and (Name) nine out of ten veterans we see draw disability or are retired and almost EVERYONE we speak with is on a FIXED INCOME, is that kinda how things are for you right now?

Exactly, so the most important thing is that we can get life insurance and protect our families, but we obviously need to make sure that we can actually AFFORD it, too. Because, there's no point in having a policy that's too much that you have to drop in 6 months, right?

So, most veterans are contributing about \$30-40/week into these programs, so to get a gauge here, so we know which programs to look at..would you say you're looking for

something around 150-200/mo would that be comfortable or something a bit less than that? (Keep lowering range by 25 or 50 until you find something comfortable)

So you're saying that would for sure be comfortable for ya on a month to month basis then?

OR what would you say your monthly income is?

Okay and different carriers that we're partnered with accept different payment methods so you actually might be able to qualify for a discount depending on which one you use..does that go on to like a checking account or like a direct express card?

Explain Product

QUESTION #8. Okay and fill me in, (name), were you looking for something where it'll be there for you for the rest of your life, something where the cost will never change, the price will never go up and something where it's guaranteed to pay out to (Beneficiary Name), is that all you're really looking for?

Closing

So it looks like you may be able to qualify for one of the carriers we work with called Prosperity Life – they're a great carrier, been around for a long time, never missed a payout claim.

And The program that you **might** qualify for is their [Level/Graded/Guaranteed Issue] program. Basically, it's everything I described. Can't be canceled due to age or health and your rates NEVER increase.

SEE NEXT PAGE FOR OPTION EXPLANATION

1st Day Full 100% Coverage:

This means that you are FULLY covered, right away from the first payment date. So no MATTER what happens - if you pass away by accident or natural causes - you're FULLY covered IMMEDIATELY. Make sense?

Graded Explanation:

So what Graded means you're covered for 30% **(your money back plus 5% for GTL)** of your coverage immediately, then 70% **(50% for GTL)** at the end of the first year, then FULL coverage at the end of the second year. The reason it is graded coverage is because of X condition, which is very hard to find coverage for. So it's actually really great that we were able to find something here. Make sense?

Modified/Guaranteed Issue Explanation.

So Guaranteed issue means for those first two years of the plan, you get back your premiums plus 10% coverage. Then after the second year you have full coverage. The reason it's set up this way is just that the combination of health conditions you have can often be very difficult to find coverage for. So it's really great that we were able to find something here. So for those first two years it's basically like the best bank account you ever had you really can't lose with it. Does that make sense?

So (Name) we're gonna go over a few different options here. Now, you can always go lower and you can always go higher. But no matter which option you think makes the most sense for ya the next step is to send it to the UW department, just to make sure you can actually have an approval, okay? (not asking for permission to do it, just if they understand it)

Now the approval is good for 30 days. You don't pay anything today. You can set it out 2, 3, 4 weeks. And if you are approved, after two weeks once you have the actual physical packet in your hands, you can cancel at any time in those 30 days, make sense? SO go ahead and write these 3 options down.

The Close

Now I don't necessarily recommend the third option because like I said, the most important thing is that we do find something that's going to be comfortable long term. Remember, we can always increase it down the line if that's something you want to do. Ultimately though, our biggest challenge here is just to see if you can actually qualify. So kinda fill me in here as a (mother, father etc.) do you think the first option or the second option would give you the most peace of mind?

Social:

And just like every carrier they do a medical and prescription background check and that's all tied to your social so go ahead with the social number here

Banking:

EFT

Okay and now you'll just need a way to fund it so who do you bank with?

CARD

Okay and now you'll just need a way to fund it so is that a VISA or Mastercard?

If The Client Does NOT Object Or You OVERCOME All Objections, Say This:

At this point, transition to the application process as instructed in the carrier application overview videos.

When doing the phone interview...

Here's what you need to say to prep the client for a smooth interview:

"Alright, so now that we have the first part of the application done, the good news is that there's no medical exam, bloodwork or needles (haha). We just need to do a quick verification interview now with the home office.

(this process is slightly different for each carrier)

"Here's what to expect. First, they are going to get the basic info about you from me. Once they finish with me, they will talk to you to confirm it. Then they will get your permission to check your health history. Then they'll ask you a few health questions.

After the interview is completed or the e-app gives an approval:

"Congrats, Mr. Prospect. you've been approved for coverage!"

If The Client OBJECTS, Say This:

"I Need To Think About It"

"That's fine, Mr. Jones. I can understand why you feel that way. But when you say "I need to think about it," how do you mean?"

"OK, besides X, is there any other issue that needs to be addressed before making a decision?"

"Great, so here's my proposition. [Explain why they need to buy today]. Bottom line, we don't

even know if you can qualify for it, and your health today isn't promised tomorrow, right? And isn't SOME coverage better than NO coverage? Plus we can always add more coverage later. So who do you want your beneficiary to be?"

"I need to talk to my kids"

"Great, so here's my proposition. Mrs. Jones, I think we both agree that your children would prefer you having coverage over not having coverage, right? How would you feel if your children had to pull \$10,000 out of nowhere to pay for your funeral expenses? Further, would you expect your grandkids to pay for your kids' funeral? Of course not. So let's get you qualified with this plan and you can show your kids your plan after the fact, and I can help with any questions that arise then. So who do you want your beneficiary to be?"

"I'm not giving you my Social Security number":

I can understand that, and here's the thing. Bottom line, you know you need coverage, right? You've told me as much, considering you've talked about wanting your loved ones to have peace of mind and not worry about paying for this expense. And in order for us to get you approved, the company has to pull medical records. And the way EVERY insurance company does it is by using your Social."

"Rest assured, your privacy 100% safe because your information is stored with the carrier, and not me, if I don't live up to my promise, I will lose my livelihood and will not be able to put food on my table and take care of my kids, as ALL companies take your information seriously and aggressively fire agents who don't."

"So what's your Social?"

"I'm not giving you my bank account."

"I totally understand, Mrs. Jones, and here's the bottom line, you know you need coverage, right? You've told me as much, considering you've talked about wanting your loved ones to have peace of mind and not worry about paying for this expense. And in order for us to get you approved, the company HAS to have some way to fund the policy. And here's the thing - ALL insurance companies require this nowadays. Your info is completely safe because your information is stored with the carrier. If I don't live up to my promise, I will lose my livelihood and will not be able to put food on my table and take care of my kids, as ALL companies take your information seriously and aggressively fire agents who don't. So what's your Account?"

Transition to Cool-Down (After The Application Is Approved)

First, ask the client to write up rate, coverage, and your name and phone number on a spare piece of paper, then say:

“OK, so to wrap up, we’ve taken out a policy for \$12000 in coverage that’s DAY 1 100% COVERAGE. The rate is \$50 a month, and that rate NEVER increases. And you CANNOT be canceled due to AGE or HEALTH. You have my name and phone number – please feel comfortable to call me with any questions or concerns you have about your policy. I’m your service agent going forward So if you ever have any questions or concerns feel free to shoot me a text or give me a call, I’ll always be here for ya. Sound good?”

Now, just talk about anything other than insurance for 3-5 minutes.

Congrats! You made the sale! =)