

TELESALES VIRTUAL SCRIPT

INTRODUCTION

Hi ____? Hi this is ____ calling about the request you filled out online in regards to life insurance. You listed your Date Of Birth as _____. Is that correct? Great, I am the broker that is going to be taking care of this for you today. We're doing everything over the phone due to covid go ahead and grab a pen and paper so we can get this taken care of. I'll make this quick.

CREDIBILITY/ EXPLAIN PROCESS

First I want you to write down my credibility.

-My name is _____.

-Is this a good phone number _____ to receive text messages? Great, I just sent you over a picture of my state license. Did you receive that? So with that number there you can go to the department of insurance and verify who I am and that I'm active. (text them a picture of your state license)

So I'm actually a licensed broker with the state of _____. I have access to all the companies that you could possibly get coverage with, so I'm like the expedia of life insurance. Does that make sense? So this process is very simple, what I'm going to do is ask you some medical questions, I'll put your information into our system and that's going to give me an idea of a company that you have a good chance of getting approved with and will give you the lowest rates. That's great right?

POWER QUESTIONS

- Now any major health issues in the past five years? Heart attacks, cancer, strokes? Are you taking any medications at all? IF YES- what for?
- Any major health issues that run in the family?
- Have you ever been denied for life insurance before?
- Do you have any life insurance currently or anything that acts as life insurance? (IF YES- what company, how much?)
- Do you work a full time job or are you retired? What are you doing for work? If you don't mind me asking what's your total monthly income?
- (IF RETIRED- are you getting any social security? Is that being deposited into your bank account like most people or do they put that on your direct express card?
- (IF NOT ON SSI- Most companies require a valid checking account. Do you have that as well?)

FIND WHY

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

1- To cover their funeral and final expenses

- Do you have anything paid for?
- Now if something happened to you yesterday, who would be taking care of things for you today?
- Are they local?
- Are they in the position financially to be able to take care of all those expenses?
- Are you wanting to be buried or cremated? Have you paid for anything?
- So you're wanting to get this set up because the last thing you would want is that burden to be put on ___ and for them to have to come out of pocket to take care of all these expenses right?

2- To cover large loans like maybe a mortgage

- Do you have your final expenses already taken care of?
- How much is left on the loan? Length of loan?
- How much is your mortgage a month?
- Who would be responsible for taking care of that payment?
- Are they in a financial situation where they can pay the mortgage?
- So you're wanting to get this set up because the last thing you would want is to lose the house or put that burden on ___ right?

3- For legacy purposes or income replacement

- Do you have your final expenses already taken care of?
- Who are you wanting to leave money behind to?
- Did you have an idea of how much you'd like to leave behind?
- If kids- How old? How many? Wanting to pay for college or schooling?
- Income replacement- Is spouse working? Have any income?

What was your main concern?

(PAINT PICTURE BASED ON ANSWER)

Ok let me put your information into our system and give you some options at the best rate. Now if for some reason we can't get you approved, are you at least putting any money into savings a month?

(You can ask them how much coverage they were looking for, how much they can afford to spend. If unsure of the type of coverage ask them if they know the difference between whole life and term and see which one they are more interested in.)

PITCH 3 OPTIONS

So I have put your information into the system and we have some options here. This type of coverage is called _____. (Choose the coverage type below and read.)

Whole Life

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. The cool 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 kinda like a savings account. So any money you ever 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, 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 much 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?

Cash Back 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. It comes with a 100% guarantee. It lasts for ___ years. Now during that time, 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?

Go ahead and right down:

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

- Now next to **(coverage amount 1)** write down **(price)**.

FUNERAL- 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.

- Next to **(coverage amount 2)** write down **(price)**.

FUNERAL- 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 **(coverage amount 3)** write down **(price)**.

FUNERAL- 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 at bare minimum we had our final expenses covered and weren't being irresponsible and leaving that burden on someone else. So this plan here will just cover the (funeral/cremation) in full.

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. 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 and we will know immediately if you're approved or not. I'll pull that up now. Spell your first name for me....
(Complete the App)

Fill out everything on the app first before you get to social, build rapport with the client, relate to them.

*When at asking for social- Alright __ I'm going to put you through the identification part of the application. They have me ask you three questions, I just need you to answer me clearly ok? This is to verify your citizenship. 1- Are you a US citizen? 2- What city and state were you born in? 3- What's your social?

*Banking- Now who do you bank with? Did you open that up in ____ ? (google routing number) Ok I have the routing number that pulls up in our system as __ is that correct? And what's the account number? Great, now typically the first payment comes out within 2-3 business days to make sure that you're covered immediately in case anything happens, will the funds be in the account?

If no- ok when will the funds be in the account? (only push it out for max of a week)

AFTER APP CLOSE

Now before I submit the application I just want to make sure that the __ a month is comfortable for you and something you can maintain long term? Ok great, so now three things can happen once I submit this:

- First it'll say your approved
- Second, it'll go into further underwriting, which means they are gonna look into your medical records a little bit more.
- Or it'll say flat out declined and we will have to pivot to another carrier.

Approved: Okay, Congratulations _____ you are approved with coverage! Go ahead and write down ____ which is the name of the company and you're covered for __ at \$____ a month coming out __. My direct number is __ make sure you save my number. You can put me in as "insurance person." Now, your policy will come in the mail within 1-2 weeks. I work for you now. NO matter what time of day it is, give me a call. Updates, change beneficiary, need more coverage, whatever you need let me know. Now let me ask you, did I make this easy enough for you? Great, that being said, if you have anyone you know and you want to make it easy for them as well, send them my information and text me their contact info as well. I'm licensed in almost every state, so it doesn't matter where they live. Ok? Was great talking to you and glad we could get this taken care of. Let me know if you need anything else! Have a great day!

Underwriting: Okay, so your application went into further underwriting which means they are going to take a few days to look into your medical records. If you get denied, I will give you a phone call and we will find another carrier. If you're approved, I won't call you. So you don't want a call from me "Joking". Go ahead and write down ____ which is the name of the company and you're covered for __ at \$____ a month coming out __. My direct number is ____ make sure you save my number. You can put me in as "insurance person." Now, your policy will come in the mail within 1-2 weeks. I work for you now. NO matter what time of day it is, give me a call. Updates, change beneficiary, need more coverage, whatever you need let me know. Now let me ask you, did I make this easy enough for you? Great, that being said, if you have anyone you know and you want to make it easy for them as well, send them my information and text me their contact info as well. I'm licensed in almost every state, so it doesn't matter where they live. Ok? Was great talking to you and glad we could get this taken care of. Let me know if you need anything else. Have a great day!

Declined: Okay, so I'm showing they want me to pivot to _____ (Select different carrier you are pivoting to). I am going to submit with them as well and we will be done here in a few minutes.

Erika- new telesales script

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