Hey (Client)?, (client) this is Nina, I'm just getting back to you about the request you sent in to get information on the state regulated funeral & final expense coverage. I see here that you put your date of birth down as (verify dob on lead) & your beneficiary as (verify beneficiary on lead), is that correct?

Perfect, my job is very simple, I am just the underwriter assigned to go over this with you, it should take us about 5 min. Go ahead and grab a pen and paper so I can give you my credentials… Let me know when you are ready.

Give First Name Last Name.(spell out) National Producer Number.

With that number you can look me up on the department of insurance in your state and find that my license is active.

(FIND WHY)
Okay great, so (client), normally when people are looking into funeral and final expense insurance, they're just looking to make sure that when something happens to them, their family doesn't have to go out of pocket to cover those expenses. Is that what you were looking for?

(IMPORTANT QUESTIONS)
Who is the person that's going to be responsible for your funeral and final arrangements when something happens to you?

Is this your first time looking for this type of coverage or have you been looking for a while?

Have you ever been declined for this type of coverage before?

Do you have existing coverage in place that would cover some of these expenses?

(Has Coverage): Great! Most people I talk to have at least one other policy in place. I'm assuming you realized you need some more coverage to make sure all of those final expenses are taken care of for (beneficiary) Let me just ask you some additional questions on your current policy. How long have you had that current policy in place? How much coverage do you currently have? What is the monthly payment on your current coverage?

(DON'T HAVE COVERAGE)
Have you had someone that recently passed that maybe prompted you to look into this or was it you just realized it was time to get this plan in place because, let's face it, we aren't getting any younger? Makes sense.

(REITERATE)
Okay (client), just so we're on the same page, you're looking for a plan that's going to be there in place for (beneficiary) for when something happens to you, they won't have to go out of pocket to cover those funeral and final expenses correct? (let them answer)

Okay, great.

(CREDIBILITY/ STRUCTURE)
So (client), a little bit about me and what I do, I am a broker with the state of (state). I'm basically the Expedia for insurance. I work for about 30 different companies that offer this type of coverage. Now (client) what we will do is run through about two minutes of some basic medical and finance questions and then based on what you tell me, I will look through the companies and see which ones might approve you, which ones might decline you and which ones will offer you the best rate. Does that make sense? Perfect.

NEED'S ANALYSIS:

Do you smoke tobacco or nicotine products?

What is your approximate height and weight?

Are there any conditions that you are currently taking medication for?:

Any Major surgeries in past 3 years?:

KNOCKOUT QUESTIONS:

Have you ever had: (Ask x3 at a time)

Heart Attack/Stroke/Cancer/Stents/Diabetes/Neuropathy/High BP/Lupus/ Rheumatoid Arthritis/Asthma or COPD/Anxiety or Depression meds/Kidney or Liver Disease

FUNERAL/FINAL EXPENSES

- Are you planning on being cremated or buried?
- Have you ever had to plan a funeral?
- Do you want this plan to be there in place just to cover funeral and final expenses or would you like to leave a little bit more behind for (beneficiary)
- Do you know how much (cremation/burials) are costing today? (educate them)
- Burial 20-30k
- Cremation 10-15k

(FIND CARRIER)

Alright (client), let me go ahead and place you on a brief hold to see which company might approve you based on all of the questions I asked. Just one moment. **USE LIFE CENTER TO UNDERWRITE/QUOTE CLIENT**

(Alright (CLIENT NAME), are you still with me?

<u>EXPLAIN THE PRODUCT</u>:

Perfect! So the plan that came recommended for you, is a whole life plan. Are you familiar with whole life insurance?

This plan is great because it will NEVER expire on you. Meaning you will never have to worry about securing coverage again because it'll last you your whole life.

Also, IF you qualify, the price is also locked in, so no matter what, your price will always stay the same. This is really important when looking for this type of coverage.

The policy also accumulates a cash value over time per year. This means that eventually there will be enough cash value to where the policy will pay for itself and you can stop making payments and still have the coverage for life.

Does that all make sense?

<u>BRAND THE COMPANY:</u>

Now, like I said before, I am a broker so I have access to about 30 different insurance companies. The company that came back recommended based on your age, your health and what you are looking for is a company called (company name). Now we're going with them for a couple of different reasons.

- They're A rated. Meaning they have been around for a very long time, they are very financially backed and are known to pay out death claims on time. This is something people aren't usually paying attention to when it comes to selecting their carrier but it's actually one for the most important aspects of this whole process because if you were to die tomorrow, we don't want your family waiting for months and months to receive that payout.

- They also allow us to apply for this coverage with NO medical exams. Meaning no urine samples, no nurses coming to your home, and no blood work, etc. This makes the process way easier for the both of us.

** THE CLOSE **

Okay, go ahead and grab that pen and paper again, I am going to have you write down three different options that I pulled up for you. Go ahead and write down:

Pitch Coverage, Value, then Price

• BRONZE (THE CHEAPEST OPTION)

1. (GIVE COVERAGE AMOUNT)
2. (TAILOR IT TO THEIR SITUATION AND BUILD VALUE BASED ON THEIR NEED)
3. (GIVE PRICE)

• SILVER (THE MIDDLE OPTION)

4. (GIVE COVERAGE AMOUNT)
5. (TAILOR IT TO THEIR SITUATION AND BUILD VALUE BASED ON THEIR NEED)
6. (GIVE PRICE)

• GOLD (THE HIGHEST OPTION)

1. (GIVE COVERAGE AMOUNT)
2. (TAILOR IT TO THEIR SITUATION AND BUILD VALUE BASED ON THEIR NEED)
3. (GIVE PRICE)

(Immediately, NO PAUSING)

Now (client) unfortunately, I don't make any decisions, the insurance company is going to do that. We have to submit a request for coverage to see if you can even qualify for this coverage. But out of these 3 options, which amount would you like to leave behind for (beneficiary)? (DON'T SPEAK UNTIL THEY CHOOSE)

Okay, I'll try my best to get you approved. The request should take about 5 minutes or so. I'm going to go ahead and pull that up now. Go ahead and spell your full legal name for me please. Perfect. **(START APPLICATION THROUGH LIFE**

CENTER)

E-APP Pitstops

When asking for social security number:

"So these policies do not require any medical exams, they're going to verify your health based off your prescriptions to approve you. So next we are going check your prescription history to verify your health, but before I do that, is there anything else that we haven't gone over that you were maybe prescribed but don't take anymore that might show up when we check your prescriptions? Ok, now I just have to confirm, what state were you born in? OK and are you a US citizen? OK and go ahead and verify your social for the prescription check.

If they object:

Ok so in order for any insurance company to approve you for the coverage, they have to verify your health and they do that by running your social through the MIB Medical Information Bureau and pulling your prescription records. So go ahead with your social whenever you're ready.

If they object again:

[Go to google and type in {state name) life insurance license lookup. Then go to that website and copy the link to the website].

Send them a text message with the link to verify your license. And then proceed to have them pull up your licensing info and confirm that they've reviewed it, and then ask for the social again.

When asking for banking:

So the way this works is if this gets approved today, you won't be charged anything today. The first payment typically comes out within 3 to 5 business days and then every month after. Does that work for you?

(If not, get a payment date that works and re-assure them you can get them approved today and nothing will come out until that date).

"Ok, who do you currently bank with?... I'm going to check and see if we are partnered with

them" *(Google the routing number for their bank)*

"Okay sir/mam, I just put "name of bank" into my system and it looks like we're partnered with them, it's giving me a routing number. I'm going to read off the routing number for your bank, go ahead and grab a check or find some way to verify this as I read it off to you and let me know when you're ready."

"Ok I have your routing number showing as XXXXXXXXXXXXX", is that correct?

"And would you like to use a checking or savings account for this?"

Okay perfect, and now go ahead with the account number that you want to use for

this: ***If they object:***

Hey I absolutely understand your hesitation – now the insurance company needs a complete application to underwrite a policy which means having banking information on file. They need this for two reasons:

1. To make sure there's no insurance fraud going on by matching the name on the account to your social, and..
2. Ensuring you have a valid US bank account because non residents actually can't get insurance in the US.

So did you want to use a checking or savings for this? Ok and go ahead with the account number.

POST CLOSE

IF APPROVED: Congrats! You've been approved! Do you still have that pen and paper handy? I'm going to have you write some information down for me.

IF SUBMITTED TO UNDERWRITING: I went ahead and got this submitted to (carrier). It looks like they just need to manually review the application to make sure all medical questions were answered correctly and there was nothing missing on the application. They should let us know in 2-3 business days if you have been approved or denied. If for some reason, they decline this application, I still have 29 other companies that we can look into for you. In the meantime, do you still have that pen and paper handy? I'm going to have you write down some information.

IF DECLINED: (Client Name), is there any medication that you may have taken in the past or that has been prescribed to you that maybe you're no longer taking that may have affected your chances of getting approved? (let them confirm). Okay, so it looks like (carrier) did not approve our application for coverage. The good thing is, I am a broker so I'll go ahead and pull up another company and we can go ahead and get this knocked out quickly. (**pull up next carrier application in line based on medical)**

· My direct line
· Coverage amount
· Monthly premium
· Payment date (if you selected effective immediately, let them know every month it will come out on today's date, and the first payment will come out 3-5 business days from now)
· Your policy #

Okay great.(Client Name), I am your agent for life, make sure you save my number to your phone when we're off this call. Just to let you know for full transparency, you are going to get multiple phone calls since you filled out information online. If you get any further calls just let them know you're all good to go and don't let them mess anything up on your current policy.I am removing you from the system now so the calls should stop shortly.

If you ever want to make any changes or add more coverage, just let me know and we can adjust that for you- it will not impact your current coverage. Now you should be getting your policy packet in the mail in the next 7-10 days. Feel free to give me a call when you get that to review just to make sure there's no questions and you understand everything. I will also tell you that millions of dollars go unclaimed every year because people don't know what to do or who to call when their loved ones pass away so what I ask is you call (beneficiary) to go over this with them.

Okay well it was a pleasure, I think you made a great decision today, I'm glad we were able to get your family protected, and I am here if you need anything.

Last thing before i let you off the phone here, I wanted to let you know I do offer a referral bonus for anyone you refer to me that gets a policy in place for themselves, so if there's anyone you think could benefit from something like this, you can put us in a groupchat and I will get them protected as well.

(YOU CAN DECIDE YOUR REFERRAL BONUS NO MORE THAN $150)

Okay? (Client), do you have any questions for me? Awesome, have a great day and congratulations on getting approved!