

## 1. SET EXPECTATIONS

- a. Hi [Client Name], this is [Your Name]. I'm calling about the life insurance appointment we setup. Is this still a good time for you [and spouse, if any]?
- b. A few days ago you started filling out an application with Ethos online, but you didn't finish it and I was assigned to help you get the protection you were looking for.
- c. So, here is how this call is going to go. My job today is to ask you a few simple health and financial questions to make sure that
  - i. I understand exactly how we can best help you protect your family
  - ii. Figure out what you can qualify for from the underwriting standpoint
  - iii. Once I know what you can qualify for, I will be able to shop around for you to figure out which insurance company will give you the best deal
  - iv. And then at the end, you'll let me know if you want to APPLY or DENY coverage.
  - v. If you think this program makes sense for your family and the cost is within your budget, I will help you fill out the official REQUEST FOR COVERAGE that goes straight to the insurance company for approval.
  - vi. It's gonna take us 10-15 minutes to get everything done.
  - vii. Is that fair?

## 2. BUILD RAPPORT WITH GOOD QUESTIONS

- a. So, when you started filling out the application on the Ethos website, who were you trying to protect?  
What were you looking for this insurance to do for you and your family ?
- b. How come you didn't finish the application at that time?
- c. I have on file here that your Date of Birth is xx-xx-xxxx. Is that correct?
- d. What do you do for living? [for seniors, what did you do before you retired? [find common ground with stories]
- e. Do you have any kids? If yes, how many? How old?
- f. [For seniors], do you have any grandkids? [expand on talking about grandkids]
- g. How much \$ do you bring per month after tax?
- h. Do you have a mortgage? If yes, how much is left?
- i. Do you have any life insurance outside of your work?

## 3. MEDICAL UNDERWRITING QUESTIONS

- a. These policies do NOT require a full medical exam, but I just need to ask you a few basic questions about your health to see which program you will qualify for. OK?
- b. Are you a Smoker?
- c. Did you ever have Cancer?
- d. Did you ever have a Heart Attack?
- e. Did you ever have a Stroke?
- f. Did you ever have any blood clots that required stents?
- g. Have you ever been diagnosed with COPD?
- h. Have you been prescribed any inhalers?
- i. Do you take any Chronic pain medications (gabapentin, oxycodone, hydrocodone)?
- j. Have you ever been diagnosed with Type 2 Diabetes?
  - i. What is your A1C? (needs to be below 8.9)

- ii. Is your Metformin 500mg or 1,000mg?
- iii. Are you taking any insulin?
- k. Have you ever been diagnosed with High Blood Pressure?
  - i. If yes, have you been prescribed Lisinopril, Losartan or Amlodipine?
  - ii. It's well controlled, right?
- l. Have you ever been diagnosed with anxiety or depression?
- m. Have you had any surgeries in the last couple of years?
- n. Are you prescribed any other medications we haven't talked about already? [if you are not familiar what the medications are, ask them to spell it out, google them and confirm with the client what they are used for].
- o. What is your Height and Weight (before dinner)?
- p. I know this is a crazy question, but I have to ask. Any felonies or DUIs in the last 10 years?

#### 4. SUMMARIZE THE WHY AGAIN

- a. OK. Let me just make sure I understand everything [repeat their "why" you have in your notes from Step 3 and wait for the confirmation].
- b. Anything else I should know about that is important to you?

#### 5. SETUP WITH PERSONAL STORY ABOUT THE IMPORTANCE OF LIFE INSURANCE

- a. OK. I understand. What often happens to people is that they have a catastrophic life event that impacts them financially. Usually, when someone dies, the income stops coming in, they spend all their savings and unfortunately that's when foreclosures happen. Last year alone there were 500,000 foreclosures in the country because somebody in a middle-income household suddenly died or got critically ill and medical bills went through the roof
- b. This leads to a horrible situation [insert their pain/fear point].
- c. And that's exactly why the Life Insurance was created.
- d. Pick the story most relevant to the client
  - i. **YOUNG PEOPLE - ACCIDENT.** Last year, I had a 27-year guy, Lance, die in the motorcycle accident 6 months after he bought a policy. He decided that wearing the helmet was not a good idea and he didn't come home that evening. I had to deliver \$100,000 check to Mary, his young widow. That was one of the hardest things I ever had to do.
  - ii. **YOUNG PEOPLE - CANCER.** Last year, I had a 32-year guy, Mark, got diagnosed with testicular cancer. Out of nowhere. Mark and Linda were afraid they were never going to be able to have kids again. So we filed a claim and Mark was able to get \$100,000 out of his \$200,000 policy and that helped him pay all the medical bills and stay in the home without sweating he was going to get kicked out of the home while he's going through chemo.
  - iii. **40s-50s.** Last year, I had a 46-year old guy, Larry, diagnosed with lung cancer. Never smoked in his life, but he was a plumber and who knows what he was exposed to. His wife Linda was a stay-at-home mom, raising 3 kids between ages 8-15. The company gave him \$75,000 tax free check while he was going

through chemo and radiation. His home didn't go in the foreclosure because of this and Linda didn't have to sell the home and transition kids in a brand new school district where they didn't know anybody.

- iv. **SENIORS.** Last year, I had a 71-year healthy guy, John, who was on blood pressure medication for 30+ years and then suddenly died of liver failure within 3 months of the diagnosis. Out of nowhere! He just celebrated with 50<sup>th</sup> wedding anniversary with Jane. She was absolutely devastated when John died. She wasn't sure what to do with the house at that point, but she used their mortgage protection policy to keep paying monthly mortgage payments without dipping into savings. And 6 months later she sold the house, got \$165,000 in equity and then she used that money to downsize and get closer to grandkids.
- e. With everything you told me so far, I think you have a pretty good shot in getting qualified for coverage TODAY.
- f. I'm just going to put you on hold for couple of minutes to figure out which companies will offer you coverage and then shop around for you to see which one will give you the best deal.

## 6. K.I.S.S. PRODUCT SELECTION WITH K.I.S.S. UNDERWRITING GUIDELINES

- a. Select 3 options and write them down
  - i. Bronze (\$30-\$50/month)
  - ii. Silver (\$70-\$100/month)
  - iii. Gold (\$100-\$150/month)

## 7. CLOSING

- a. OK. [Client Name], do you have a pen and paper to write this down?
- b. OK. I have great news...I was able to get you PREQUALIFIED for couple of different options that will [ENTER WHAT THEY WANT TO PROTECT].
- c. You have 3 different options. Gold, Silver and Bronze
- d. Start from Bronze, explain what it does for them and then the price
- e. Then Silver
- f. Then Gold
- g. Summarize...so Gold is xxxx, Silver is yyyy and Bronze is zzzz.
- h. Which option do like the best, Gold, Silver or Bronze? [shut up and listen]
- i. Whatever option they choose say, "great choice...reiterate the benefit...now we just need to fill out the official REQUEST FOR COVERAGE that will go straight to the insurance company for the approval. OK?

### #1 OBJECTION: "I gotta think about it"

REBUTTAL #1: No problem. I completely understand. Let me ask you a question. [Objective here is to get couple of easy "Yes" answers]

- Do you think this coverage makes sense for your family?
- Do you think this life insurance plan would help [Spouse Name] to stay in the house if you died tomorrow?

- Realistically, is the Bronze plan outside of the budget? [If they say “Yes” here, say “no problem, what most of the people in your situation do is they go with the “Starter Plan” (half of Silver face amount) to make sure that have at least some coverage, so they don’t lose their home like 500,000 people did last year. The cost of the “Starter Plan” is ONLY \$xxxx. How does this work with your budget?}]

If they still say “No”, go for REBUTTAL #2

- [Client Name], I completely understand why you want to think about it. Unfortunately, we have no callback policy in our office. And the reason we have that in place is because last summer we had a case with one of our clients, Cody, who told us he needed “think about it” and to call him back in couple of weeks. Well, when I called him back, his wife Heather answered the phone and told me that Cody got COVID complications and is now on a ventilator and she’s not sure he’s gonna make it. Who do you think Heather blamed that he didn’t have the mortgage protection policy in place? Me! I’m not letting that happen again. We get along well, you need it, you want it, you can afford it...it makes perfect sense. I’m going to help you get qualified today...which option would you like to go with Starter, Bronze, Silver or Gold?