

SALES TRAINING AND SCRIPTS

Module 3

Presented By:

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STAGES OF THE CALL

1

The Intro

2

Discovery

3

Health & Pre-Assessment

4

Offering the Solution, Giving Pricing

5

Submitting the Application



STAGE 1: THE INTRO

CALL FLOW TRAINING

- A straight line process to complete a telephone insurance sale
- Built to **create relationships** and retain your clients for many years to come
- Built to service the average middle class Americans!
- Helps you attract the clients you WANT!
- This is considered a Solution Selling Model
- Find the **need**, create **rapport**, and **convert the sale**



WHAT IS SOLUTION SELLING?



- Solution selling is a sales technique that is **centered around your client's needs** and sets you up to recommend a **solution** to solve their **problem**
- Solution selling differs from product selling in the sense that **the focus is on the problem** the client is having, not the product we are selling.
- Solution selling uses **active listening** to uncover a client's true problems, pain points and desire for a solution
- The best ROI is on **building trusted relationships** and working with someone while putting their interests at the center of the process.

MAKE AN IMPRESSION

You've heard that "first impressions are everything" in our industry. You only have 5 seconds to prove yourself as a qualified professional.

Above all else, stay 100% **compliant** at all times.

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Tone of Voice

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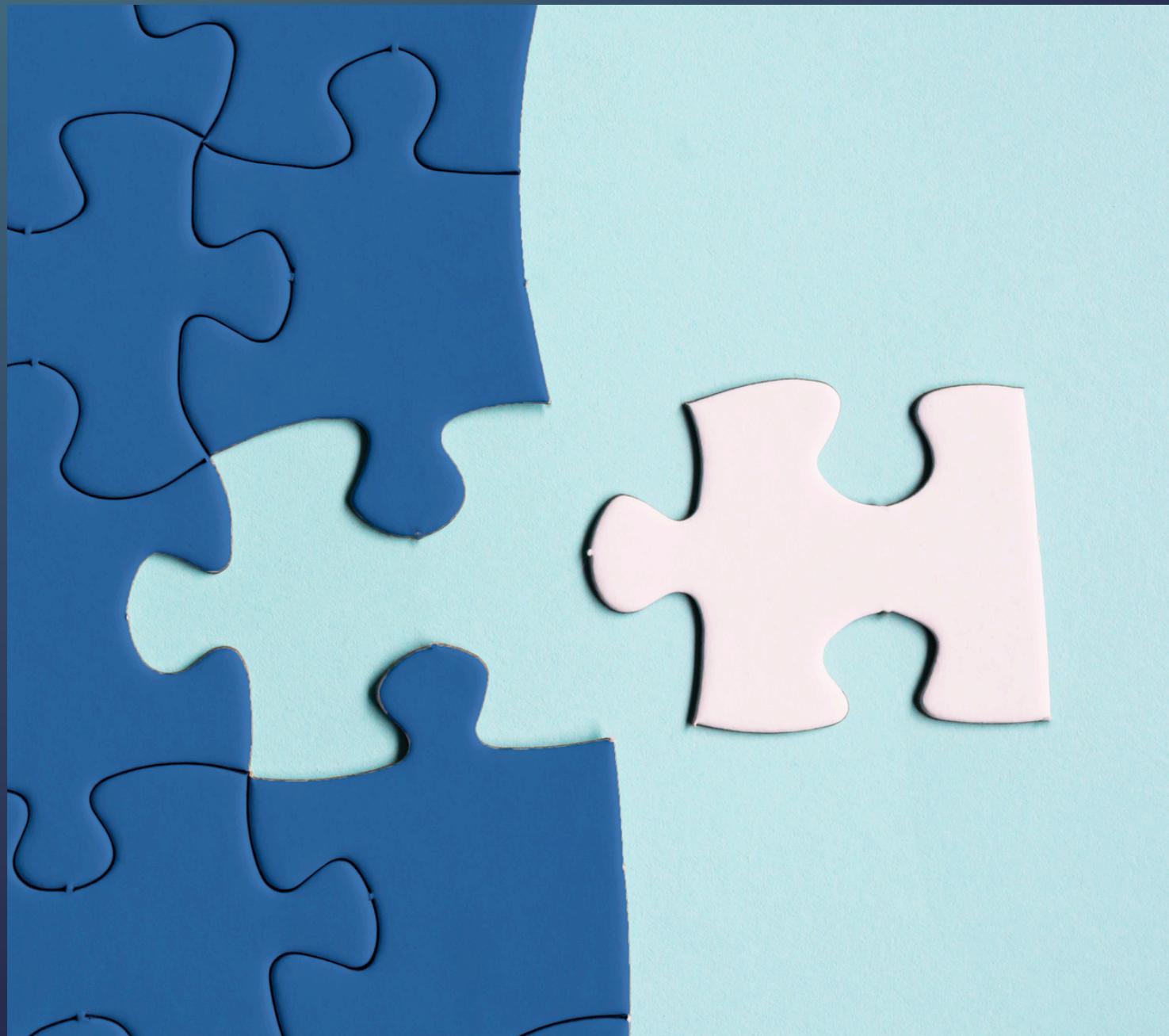
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Stay in compliance

WHAT IS PRE-POSITIONING?

It means positioning yourself as a trusted professional and preparing the client for the nature of your questions. It is the opposite of blindsiding.



Humans do not like surprises.

Explain your intentions before asking for sensitive financial information.

Clients will appreciate this and identify you as a professional.

If you don't pre-position yourself, the client will ask "why are you asking me that?!" They become guarded, negativity exists in the call, and your chances of a sale diminish.

SCRIPT: THE INTRO



Hi {Lead name}, This is {Your name} calling.
How's it going today?

Great, if you **RECALL**, you requested more info on our website online looking for **LIFE INSURANCE** or final expense coverage. Does that ring a bell?

Great, the reason for the call today is I have a couple of quick questions just to possibly see if you qualify. Is that fair enough? (Do you have a minute?)

If call is recorded:

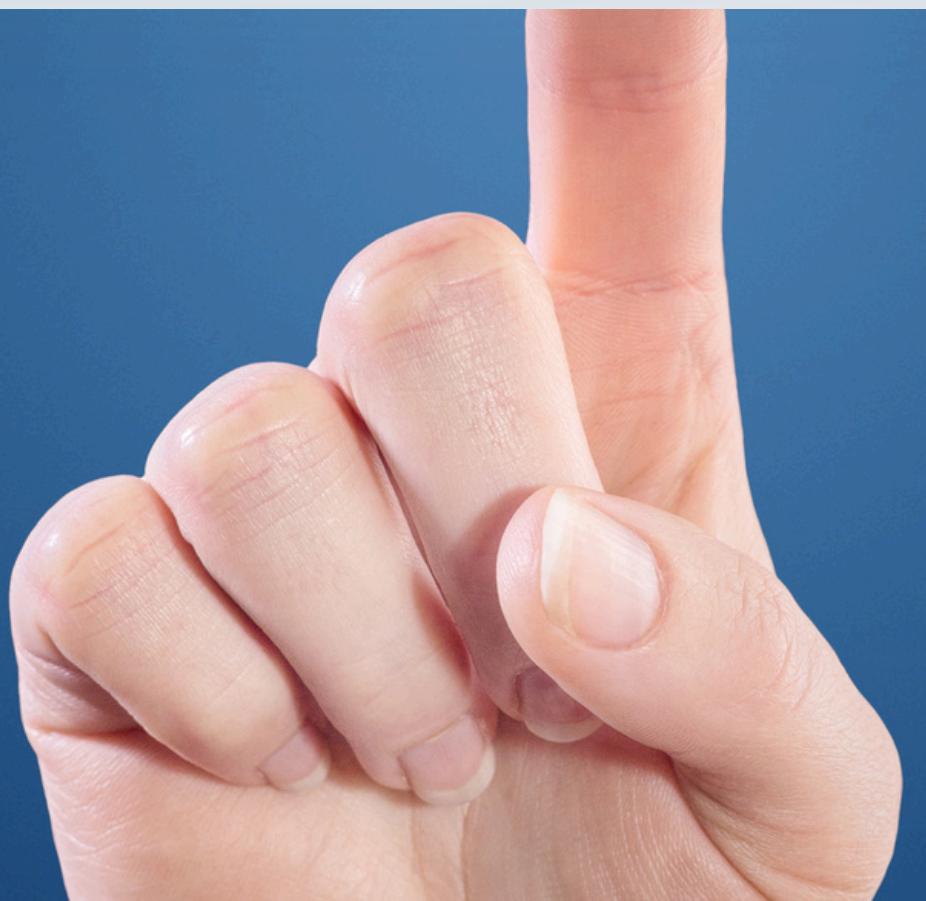
Before we start, this call is being recorded for compliance and training purposes.

If not:

I do have your date of birth/age listed as _____, and I also have you listed as a [Smoker/Non-Smoker]. Is that correct?

I also see your State of residence is _____.

ROLEPLAY





STAGE 2: DISCOVERY

WHAT IS DISCOVERY?

- This is where we **collect valuable information** about the potential client
- We will do this by asking a set of questions
- The goal is to gather information first, before we discuss products or services
- Then use this information to formulate a recommendation
- This process helps create a relationship with the potential client
- It's also going to help us uncover the real emotion behind the request
- Ask a question, and then follow up around that topic
- **Show interest in others before you expect them to show interest in you.**



KEY POINTS FOR DISCOVERY



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Get to know their beneficiaries

Allow people to answer. Do NOT interrupt them



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KEY POINTS FOR DISCOVERY

**Make a
couple jokes**

**Get to know their
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KEY POINTS FOR DISCOVERY

**Make a
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Swap stories

Probe around pieces of information that need more clarity

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KEY POINTS FOR DISCOVERY

Show a high level of empathy, for example, if a loved one recently passed away.

Make a couple jokes

Swap stories

Probe around pieces of information that need more clarity

Get to know their beneficiaries

Allow people to answer. Do NOT interrupt them

Takes notes as the client is talking



ASK OPEN-ENDED QUESTIONS

- This is a question that cannot be answered with yes or no
- This type of question garners a deeper response from a potential client
- It can result in the client telling you a story, or divulging more info than requested
- These questions generally start with W or H
- **Who, What, When, Where, Why and How**
- If you catch yourself asking a close ended question, correct yourself!
- The more the customer shares with you, the more it shows they trust you.



Whenever possible, focus on asking open-ended questions during discovery to encourage deeper dialogue and build stronger relationships.

HOW TO ASK THE QUESTIONS

Avoid closed-ended questions during discovery AT ALL COSTS!



Ask a main topic question, and then ask follow up questions around that topic



Slow down the pace, try not to move too fast



It is a marathon, not a sprint



Probe around specific details they give you to get a greater understanding

WHO'S THE BENEFICIARY?

- If you pass away today, who is responsible for your arrangements?
- Who are you leaving an inheritance behind for?
- Who is responsible for your estate?

These are three different ways to ask the “who” question based on the three common goals listed on the previous slides. This is going to open up the conversation to ask about their family.



DETERMINING THEIR GOAL



- First Ask: “What’s the main motivation for seeking coverage?”
- If the motivation does not give a clear goal, then ask “What’s the main goal?”

If that question does not give you a clear path, ask “It sounds like what you are most concerned about is that if something happens early while your family still needs your income, you want money to show up. Am I getting that right??

CLARIFYING THE GOAL



If Funeral:

- What type of funeral--cremation or traditional burial?
- Are you having a service at the funeral home?

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If Estate Taxes:

- What exactly do you expect will cause estate taxes for you?
- This will either be a 401k account with no spouse to rollover to or a vacation/investment property with a capital gain on it.

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If Inheritance:

- Will the inheritance be going to your beneficiaries?
- What other plans do you have to leave an inheritance?



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If Wealth Accumulation:

- What other plans do you have to leave an inheritance?
- How would you like your financial situation to look when you retire?
- Are you aiming to reduce or eliminate taxes during retirement (e.g., through Roth IRAs, life insurance strategies, etc.)?

CLARIFYING THE GOAL



Debt:

- Total up your debts (credit cards, car loans, personal loans, etc.)
- Include any immediate financial obligations you want covered

TOTAL COVERAGE NEEDED = D+I+M+E

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Income:

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- Multiply your annual income by that number of years

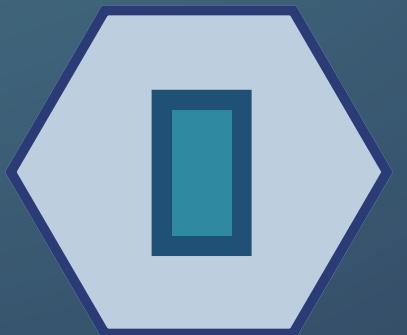
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- Add your outstanding mortgage balance
- Consider any large, ongoing property-related expenses

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Education & End-of-Life Expenses

- Education: Estimate the total cost for your children or dependents' education (tuition, books, living expenses, etc.)
- End-of-Life Expenses: Include funeral costs, final medical bills, and any other expenses you'd like covered to reduce financial burden on loved ones

TOTAL COVERAGE NEEDED = D+I+M+E

WHAT'S YOUR SPENDING POWER?

- Have you thought about your ideal budget?
- What are you trying to keep your payments within?
- If there was a limit we could not go over, what would that limit be?

Some people won't answer. This question is more of a heat check than anything.

- Ask twice maximum, if they do not have a budget, move on.
- We can always circle back to this after we give pricing.
- If they do give you a budget it's an indicator they are closer to the end of the buying cycle.



SCRIPT: THE DISCOVERY



Important: If older than 65, focus only on whole life/final expense

Needs analysis questions:

Now (name), what caused you to look into life insurance at this point in your life?

Do you have any life insurance?

- **If yes:** That's great! Were you looking to add coverage or see if you can find a better rate on what you already have?

Have you created a will?

- **If yes:** Are you planning on updating it in the future?

Do you have any other children?

- **If yes:** How old are they?

What do you do for work?

SCRIPT: THE DISCOVERY



Do you have any outstanding debts or lines of credit--like credit cards, car loans, or personal loans?

- ***If yes:*** How much do you owe, and are you planning to pay it off soon?



If you were to pass away, would you want your income replaced for a certain number of years so your family can maintain their lifestyle?

- ***If yes:*** About how many years of income would you like covered?



Do you have a mortgage or any major housing expenses you'd like to protect?

- ***If mortgage:*** How much is left, and how many years remain on it?



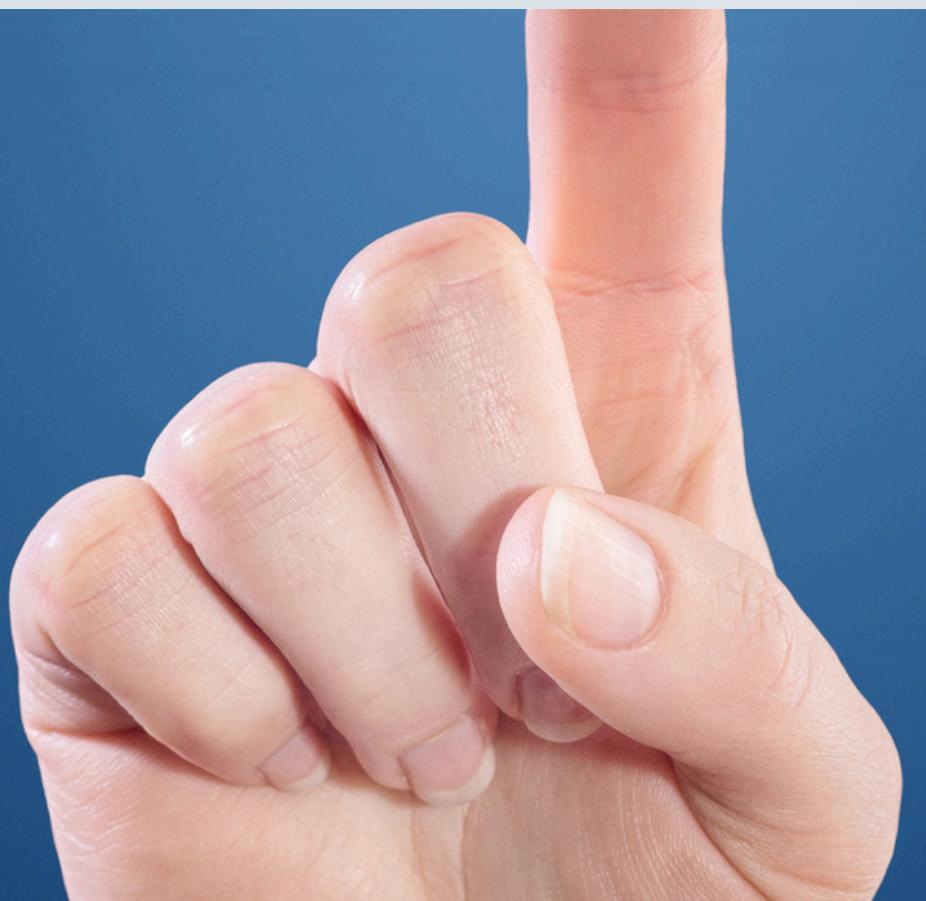
Do you have children or grandchildren whose education expenses you'd like to help cover?

- ***If yes:*** Any specific college or tuition goals you have in mind?

Have you thought about final arrangements, like burial or cremation? Are there other end-of-life costs--like medical bills--you'd want covered?

- ***If mortgage:*** How much is left, and how many years remain on it?

ROLEPLAY





STAGE 3: HEALTH PRE-ASSESSMENT

PRE-POSITION YOURSELF

- We are now moving into the health assessment part of the call, so we need to pre-position again
- First, we will determine the client's chances of passing the carrier questionnaires by asking a few brief health questions
- This is to determine if we need to offer a Guaranteed Issue, or if they can qualify for a better risk class



“Thank you so much for answering my questions. The next step, I do want to ask you a set of health questions. Regardless of your health I can still offer you a policy, this just helps me figure out the best rate and policy we can offer you.”



HEALTH QUEST

HEALTH ASSESSMENT



- Find out the current state of their health and what type of **medications** they are taking
- We need to identify which carrier would be the best fit based on their current health
- We will need to identify every **medical condition** that the carrier will factor into their risk profile
- The client will need to understand that the carriers will go through their **underwriting process** and find out what information is disclosed on their medical records
- If the client does not disclose something it will impact their chance of getting an approval

SCRIPT: HEALTH & PRE-ASSESSMENT



So in life insurance there's two **types of coverage**. There's term coverage which is the cheapest and will cover you for a period of time. Then there's permanent insurance, which is more expensive because it will pay out regardless of how long you live.

(Name), based on everything you just told me, **your TRUE need for life insurance is \$_____ (DIME number)**

You need \$_____ amount in **term insurance** to take care of your house for the next ____ years. After that, your needs will be different, your kids will be out of the house and you will not need as much, so you'll be focused on your investments. This is why you also need \$____ in **Whole Life Insurance** to cover final expenses.

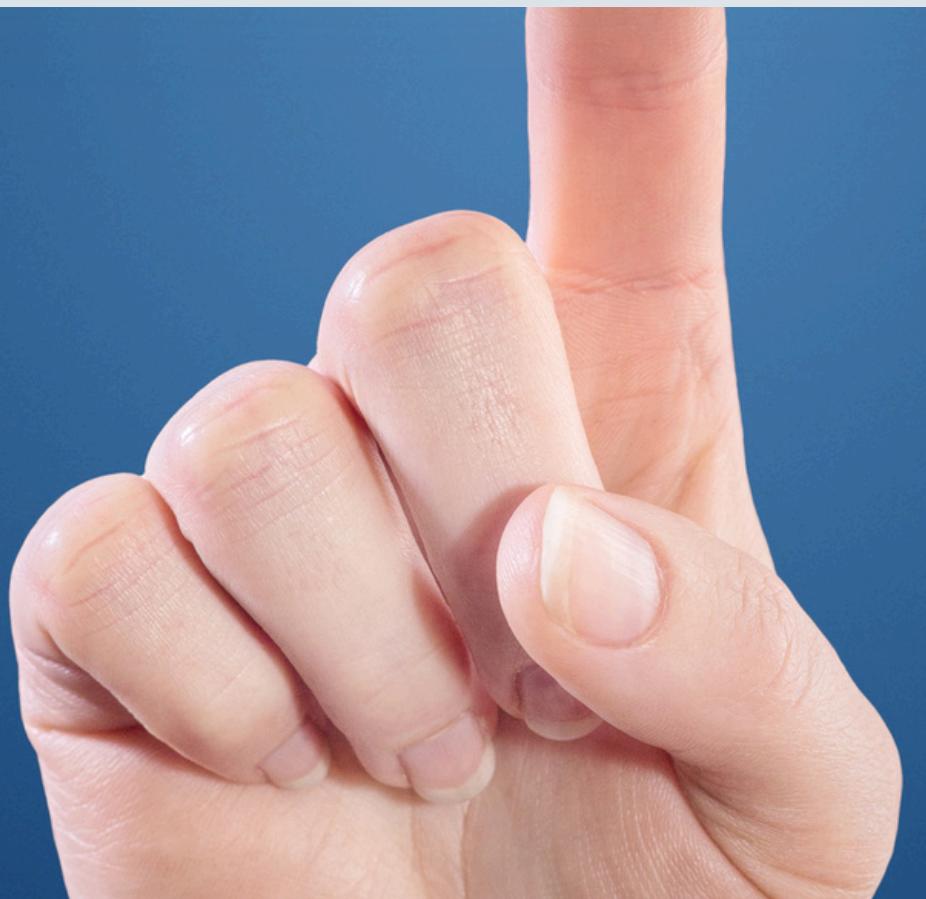
Now (name), **we have to see what you qualify for** by asking some health questions. Obviously an insurance company wouldn't give the same coverage and price to a healthy 30-year-old and an unhealthy 90-year-old, right?

HEALTH DISCOVERY QUESTIONS



- Do you have any medical **conditions** I should know about? For example diabetes or heart issues?
- Any **surgeries**, upcoming medical tests, or **medications** you're taking?
- Any history of **mental health conditions** or other **chronic illnesses**?
- What is your approximate **height and weight**?
- Do you drink **alcohol** or use **tobacco** products?

ROLEPLAY



STAGE 4: OFFERING THE SOLUTION & GIVING PRICING

MAKING A RECOMMENDATION



Always highlight
what they said
the goal was

MAKING A RECOMMENDATION



Always highlight what they said the goal was



Explain that based on their goal, we either recommend a term or permanent policy



3



4

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Choose one and go all in, never offer both



MAKING A RECOMMENDATION



Always highlight what they said the goal was



Explain that based on their goal, we either recommend a term or permanent policy



Choose one and go all in, never offer both



Then based on their income, debts, or value of their goal, recommend an amount of coverage

Before we give the price, it is important we explain the policy first

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The formula is: Feature then benefit or Justify then feature



- Most people say neutral responses such as “OK”.
- Some clients will be honest and say, “it's too expensive,” or “that sounds really good.”
- Some clients may say right away, “Can I think about it?” or “Could you email this to me?”
- Basically, there are 4 different things that can happen after a price is given.





If response is “Okay”: Proceed to Closing

If response is “Positive”: Proceed to explaining the process and closing

If response is “Negative”: Proceed to objection handling and/or providing a secondary recommendation

If you receive an objection: Proceed to objection handling and/or providing a secondary recommendation





The great thing about working with me is that I don't just represent one company, I act as a broker who shops around for you. This means I'm not tied to just one option; instead, I compare dozen of top-rated carriers to find the best plan that meets your needs and fits your budget.

Again, **based on everything you shared, I recommend**
_____(Term, Whole Life, IUL)

I suggest this because it meets your goals of covering
_____(DIME)

The great thing about this plan is that it's designed to
_____(specific benefits, fits your budget,
provides peace of mind, etc.)





(Name), give me a moment to do some shopping around to find the best option for you.

Write down 3 options.

(Name) do you still have that pen handy?
I have three options for you based on your age, gender, and medical history.

(Give Option A, B, & C.) **Out of these three options, which do you prefer?**

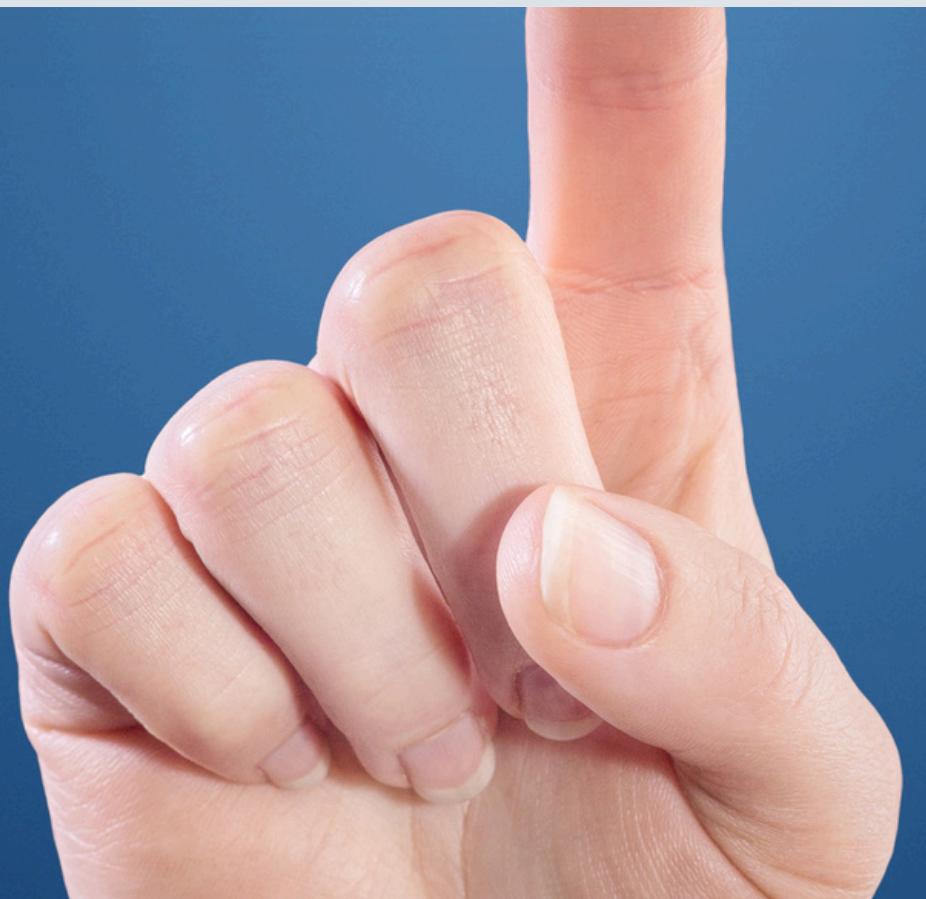




Perfect! I like that option too. **Getting started is really simple.** I just need to ask you a couple more medical questions and get your **beneficiary's information.** I could have you covered in as little as 15 minutes from now. To get started, all I need is your **full name and driver's license.** We will also need your **account numbers.** You can choose the start date for your first payment and once you're approved for the coverage a hard copy policy is sent out to your address. From there, I'm your agent going forward for any changes or questions. Do you mind getting that for me?



ROLEPLAY





STAGE 5: SUBMITTING THE APPLICATION



- Once you have reached this stage, you are ready to close the sale!
- Explain the process of the application
- Ask them to gather the following:
 - beneficiary's information
 - driver's license
 - account numbers

ASSUMPTIVE PERMISSION



How do you ask your friends or family for something? Which one are you most likely to use?

- A) Do you want to go to the mall?
- B) Let's go to the mall?

Have you noticed when in a sales interaction the way we ask for things changes?

This hurts our ability to close the sale! We need to use assumptive permission to **still ask, but assume the answer will be a yes!**

ASK FOR THE BUSINESS

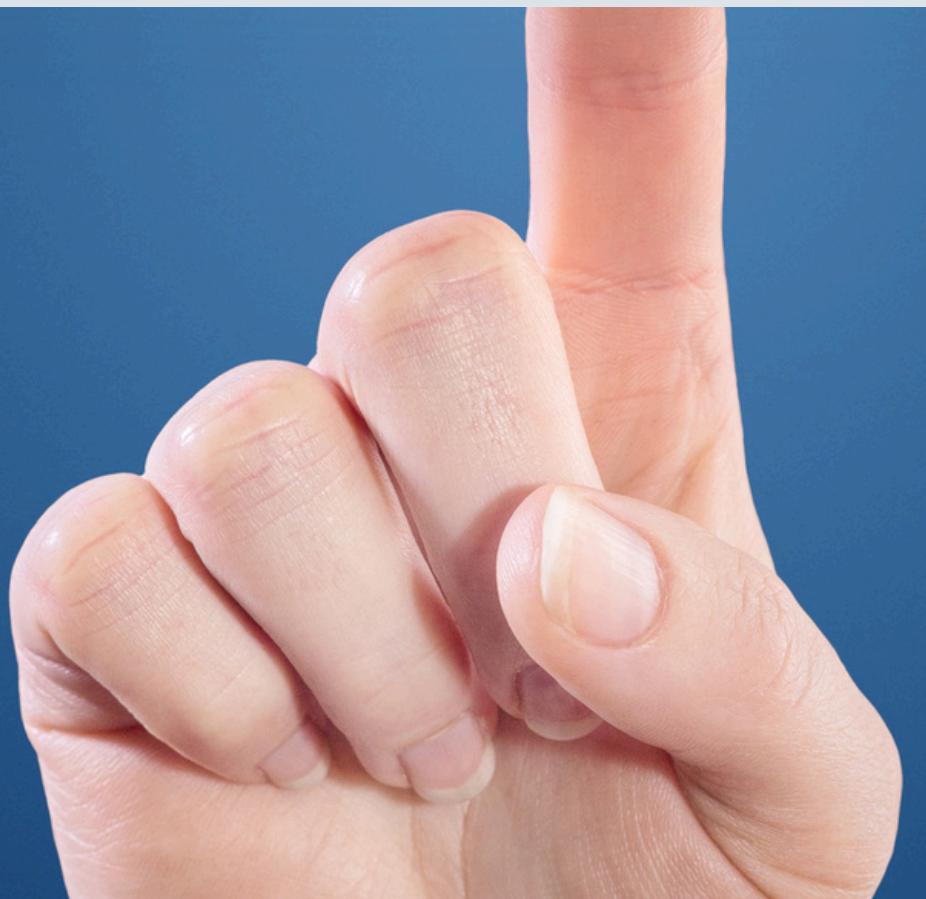


- “Our biggest challenge here is going to be to see if we can get you approved for this policy”
- I can go ahead and start the application for you...
- I have your first name spelled as...



- Is it ok if I reach out to your beneficiary to let them know you got coverage? It's a good way to ensure they are aware of the policy and how to access it if needed.

ROLEPLAY



GO FOR IT!

