



# VIRTUAL SALES

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## FINAL EXPENSE SCRIPT



## BUILD TRUST

Hey [Prospect's Name],

It's [Your Name] with Senior Benefit Services, I'm circling back to you about your recent request regarding the updated State Regulated Final Expense plans for [State] residents.

I just need to confirm a couple of details so I can get this out to you.

I have your address as \_\_\_\_\_ and your birthday as \_\_\_\_\_. You also listed your favorite (**hobby/color**) as \_\_\_\_\_.

Did I get any of that wrong?

Go ahead and grab a pen and paper so I can give you some important information.

Now, while you're grabbing that, is this information for you alone or do you have a spouse or significant other who should be included?

**Agent Note:** If they do have someone and they are there, tell them to have the person come into the room and be on the call. If they aren't there, find out if they usually make these type of decisions on their own or together.

If they say together - make an appointment for a time they are together.

If they say independently - move forward

**[Provide contact information]** Got your pen and paper? Are you ready?

- My name is **[Your Name]**
- My state Producer number is **[Your Producer Number]**. You can verify my credentials by visiting the Department of Insurance if you'd like. I am required to provide you with this information.
- **(optional)** I am also texting you my digital business card.
  - **(Keep a copy of your license handy for reference or to send via text or email if needed.)**
- Do you have a preferred email address where I can send you some information while we're on the call?



## TRANSFER BELIEF

Before we proceed, **[Prospect's Name]**,

**Agent Note:** Share Belief Statement

What got you thinking about final expenses? Often, people begin thinking about this after a health scare or the passing of a loved one. Can you share what's been on your mind?

Thank you for sharing.

Now, I have a few questions for you, and then I'll explain how our process works. These questions will help me understand your needs better so I can make sure we get you the correct information and you can make an informed decision.

Some of these questions will also clear up any confusion that you may have about insurance.

Now typically, there are three types of coverage.

- What do you remember about Term Coverage? **(Let them respond and explain.)** These plans terminate.
- What do you remember about Accidental Coverage? **(Let them respond and explain.)** These plans pay if you die in an accident, often you see them through the bank. You may even have one with your bank, do you have one of the big national banks like Wells Fargo and Chase, or do you bank with someone locally?
- What do you remember about Whole Life Coverage? **(Let them respond and explain.)** These are permanent plans.

Which one of these make the most sense for final expense coverage?

Based on what we just discussed. Do you currently have any active life insurance?

**If the answer is yes:**

- What was the main purpose behind getting that coverage?
- When does your current plan expire?
- What was the coverage for when you purchased it?

**If the answer is no:**

Have you been trying to secure coverage for a while, or is this the first time you've explored this?



## DISCOVER AND RAISE THE STAKES

You said you started thinking about final expenses because \_\_\_\_\_.

Many other seniors feel the same way and also request information because:

- They are worried because they don't have any coverage in place, they don't have enough coverage in place, or they are concerned about the loss of income for a loved one who will still depend on their loved one's income after they pass.
- Sometimes, they have others who love them and they want to do something special for those people.
- What about you? Which one applies to you?

### Stakes Questions:

- Who will be responsible for covering your final expenses? What is their name?
- What will it look like for them if God forbid something happened to you today and you haven't put anything in place?
  - What would they have to do to find the money?
  - How would that impact their family?
- How does that make you feel knowing that?
- What would you prefer it look like?
- Why is that important to you?

Thank you for sharing with me about why this is important to you.

[Client Name], have you decided whether you would want to have a burial or a cremation, which would you prefer?

Is there any particular reason why you want that option?

Do you know what the average cost for [Burial / Cremation] is currently?

This can fluctuate by area, but the national average for [Burial / Cremation] is **[\$8,000 - \$12,000 / \$3,000 - \$8,000]**. Does this fall in line with what you've heard or seen?

[Add this depending on the age of the client] Now, [Client Name] you're only [age] years young, if you live to the average life expectancy of a [male / female] in the US, how old do you think you'll live to be? Do you believe the cost will be higher or lower at that time?

I'm seeing most people are living to around their early to mid 80's, so for you that means you could easily live another [ \_\_\_\_ ] years. Now, we know based on historical trends that the cost for funerals usually doubles every 20 years, so what that means for you is realistically by the time you reach your early to mid 80's you'll need \_\_\_\_\_ in coverage to meet your needs. Now, that's the target we need to shoot for keeping in mind the most important thing is affordability, we want to get as close to that target as possible while staying within what you can comfortably manage.

The other thing we know is that if we do final expense planning correctly, we only have to do it once. I would hate for you to be looking for life insurance again in 10 years because you realized you don't have enough but now the price is higher and you can't get as much as you wanted for your family, or worse you waited too long and didn't end up getting anything and left your family at risk.

Does that all make sense?



## PRESENT OPTIONS

Now, **[Prospect's Name]**, when it comes to final expenses we all have three options:

1. **Do nothing** - Based on our conversation and how important this is to you we know that this is not an option for you. Right?
2. **Pay at the funeral home** - This is a very expensive option and it is not always guaranteed. Funeral homes can go out of business or get bought out and not honor the plans that were purchased. Have you ever heard of this happening?
3. **Guaranteed Final Expense policy** - These plans are guaranteed and cover burial or cremation costs and other unforeseen expenses like outstanding debts or loss of income. Does this make sense?

Now which one of these makes the most sense to you?

Great, here's how our process works. As a licensed agent in **[State]**, my role involves assessing your medical information and needs.

Based on your responses to medical questions and a medication review, I'll identify which companies might approve or decline coverage for you.

Once we've gathered options, we'll determine the best plan for you from the available choices.

We'll then submit an application to see if you qualify. Just so you know, we can't guarantee approval today; it depends on the insurer's decision...

...but I'm assuming if we can find something affordable that fits comfortably in your budget and takes care of this for **[loved one's name]**, that you would at least want to apply and make sure you can qualify, right?

Great, I'll do my best to help you qualify. I need to start by asking some questions to determine which plans might be best for you.

Ask Preliminary Qualifying Questions:

- Are you still working, retired, on Social Security or SSI?
  - Okay, do you receive your benefit on the 1st, 3rd or one of the Wednesdays?
  - ...and does that get directly deposited into your bank account or does it get put on that little green direct express card the government issues for Social Security?
- Do you currently or have you ever had congestive heart failure, cancer, Alzheimer's, dementia, AIDS, HIV, use oxygen, or have you had an organ transplant?
- Have you undergone any surgeries or procedures in the last 5 years? Have you been diagnosed with diabetes (if so, at what age and do you require insulin? Any complications?).
- Any lung issues like COPD or do you require an inhaler or nebulizer?
- Have you ever been diagnosed with bipolar disorder, or schizophrenia?
- Have you experienced a heart attack, stroke or any procedures to help with circulation?
- Do you have any kidney function or liver issues like receiving dialysis, or been diagnosed or treated for Cirrhosis or Hepatitis?
- Have you received treatment for alcohol or drug abuse? Any felony convictions or DUIs?

## Review Medications

(Use Insurance Toolkits)

\*\*\*\*Here are the steps:

- **Determine Carrier** (Do this now)
- **Determine affordability** (Do this now)
- **Explain the value of the carrier** (Next up in Script)
- **Provide coverage amounts.** (Next up in Script)
- **Explain coverage types.** (Next up in Script)
- **Give prices and assign ownership. Have them write everything down!!!!\*\*\*\***  
(Next up in Script)

I've entered your information, and it appears that you may qualify for the best plan available for you in the state of \_\_\_\_\_. The company is \_\_\_\_\_. Have you heard of them?

## SHARE VALUE OF THE COMPANY

### [Affordability Pricing Strategy]

[Prospect's Name], before I look into benefit amounts I want to make sure I'm not looking at anything that is outside your affordability. Everyone is different. Some people can afford a lot, others can only afford a little and either way I want to make sure what is put in place for [Beneficiary's Name] will actually be there for them when they need it most. I'm sure you'll agree with me that something we know we can afford and guarantee will be available is better than the risk of trying to leave more than we can afford and unintentionally leaving nothing as a result because we couldn't afford to keep it up, right?

I'm going to throw out some numbers and this is going to help me gauge what benefit amount to look at based on what we absolutely know you can comfortably manage in your budget, okay?

**Agent Note:** When the client confirms a price range, skip to the next paragraph. Do not continue giving out more ranges.

**[Prospect's Name],** If I can find something for you between \$150-\$200 a month is that comfortable, or does that push you outside of your budget? Okay, that's okay... if I can find you something between \$100-\$150 is that more comfortable or is that still pushing you outside of your budget? Okay, no worries... it sounds like we need to look somewhere between \$50-\$100, does that sound more manageable? Okay, great.

**Agent Note:** If you have not already done so, clarify if client is looking for Burial or Cremation (ignore if policy is for legacy), evaluate need and set the table for expectation. Remember, the Need is the target they need to shoot for, BUT the most important aspect is finding something affordable. "Some thousand is better than no thousand."

Alright, still got that paper and pen? Great, please write down:

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

This type of coverage is called **[Coverage Type]**. It's the best coverage for your needs because:

- Benefits are never canceled.
- Premiums never increase.
- Benefits are paid tax-free to your beneficiary.
- Builds cash value to protect the policy and for future flexibility.
  - For example, these are typically set up to be paid automatically through the bank, but if something were to go wrong and you do miss a payment these have a provision where the policy will automatically borrow against the cash value to pay the premium, that way the policy stays in place when you need it most.
- Finally, this plan includes dedicated agent support.

**Agent Note:** Give all 3 coverage amounts, THEN give prices for each

Okay... Next to Coverage Amount 1, write down **[corresponding price]**.

Next to Coverage Amount 2, write down **[corresponding price]**.

Next to Coverage Amount 3, write down **[corresponding price]**.

**(Emphasize the value it provides and who it is protecting)**



## MEET THE NEED

Now which one of these plans is the most comfortable for you to invest in to make sure **[Beneficiary name]** is protected when you pass?

As I mentioned earlier, the final decision rests with the insurance company, so we'll need to submit your application to see if you qualify.

Now, pending approval, you said **[Coverage Amount they chose]** was the most comfortable for you to leave to **[Name of Beneficiary]**, right?

Alright, I'll do my best to get you approved.

Can you spell your middle name for me?

**Agent Note:** Complete the Application

Now, **[Prospect's Name]**, I take my responsibility seriously. It's important that you understand the benefits you are applying for to protect **[Beneficiary name]**.

Let's review... we applied with **[Insurance Company]** for **[Coverage Amount]** to go to **[Beneficiary's name]**. This is set up to be paid through your bank on **[1st draft date]**. Does that sound right?

Our goals are twofold: to qualify you for a plan that protects your family and to find one that's comfortable and affordable for your budget. Have we achieved these goals today?

Great! Before we conclude, I've made several promises to you during our conversation. Now, I'm going to ask you to make two promises to me, okay?

- If affordability ever becomes an issue, promise to reach out to me. I want to make sure we help you keep any coverage you've already paid for or get any available equity back to you.
- While I hope I've earned your trust, if someone ever offers you a "better plan" and you want to speak with them, feel free... just write everything down, **and don't sign anything**. Give me a call, because if it is a better deal I'll tell you, in fact I'll get the paperwork and help you take care of it. But if it's NOT a better deal, not only will I explain to you why it's not a better deal, **[Client's Name]**, I'll actually go one further and I will call that agent and tell THEM why it's not a better deal.
  - **[Client's Name]** I do this because I want to protect my clients. Not all agents are experienced or as well trained as I am or, unfortunately, some of them don't have honest intentions. My goal is to make sure **[Beneficiary's name]** receives the benefit you've taken the time and made the effort to ensure they have.

Now, [Client's Name] do those promises I'm asking you to make sound good to you?

Great. I'm really glad I was able to serve you today and help you take care of this.

### Cool Down

Before you let them go, touch base again at the personal level...

Agent Note: i.e. if they mentioned they were going to their grandchild's sporting event, "Now [Client's Name], I bet you're really looking forward to seeing [grandchild's] game tonight, aren't you? Do you think they'll win it? I hope you really enjoy your time... remember, if you have any questions or need any help, please call me.

## **NOTES:**

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