



LIFE
INSURANCE
ACADEMY

AGENT READY

INBOUND CALL SCRIPT



BUILD TRUST

Thank you for calling the Final Expense department, this is **[Agent Name]**, with whom do I have the pleasure of speaking with today?

Great to meet you, **[Client name]**. **(If you missed the client name, keep going and confirm later)**

Before we get started, **[Client Name]**, I just wanted to let you know that this call may be recorded for quality and training purposes or as required by state compliance regulations.

Real quick, **[Client Name]**, let me also confirm a couple of things with you and make sure that this is a program you're eligible for and I am actually the right person and legally qualified to assist you.

Could you please verify:

- What is your state of residence and ZIP code?
- What is your DOB and current age?

Thank you so much for bearing with me. It looks like you **are eligible** for the program, **there may be additional qualifications** depending on the program we end up looking at for you, but I will get into that more once we've identified whether that's necessary or not.

Now, **[Client Name]**, I realize you're calling in based on an advertisement you saw regarding covering your final expenses. **Help me understand your situation a little better so I can make sure I'm serving your needs as best as possible...** Why now, what's different about today that made you decide to pick up the phone and look into this, what's going on... what has been on your mind?

Agent Note: Practice active listening here, you may need to ask some follow up questions to get a little deeper, but don't go into the stakes yet.

Thank you for sharing, **[Client Name]**... we do hear that a lot and I appreciate you sharing that with me so I have a better understanding of what you want to accomplish.



TRANSFER BELIEF

(Share Belief Statement)

Let me give you a brief overview of how this process works so that we have a clear expectation and I can make sure we're getting you the best and most accurate information, we recognize that people are very intelligent and can make good decisions for themselves and their families when they have good information to base that decision on, so I want to make sure we're providing that for you.

My role in this process is to **speak with you briefly about the concerns you have**, what programs are available that can address those concerns and to determine which of those programs you may actually qualify for. Once we've done that, I'll be able to also **determine which of the programs** you qualify for will actually **offer you the most affordable rate** and we can decide if it makes sense for you to apply and see if we can get you approved, or not. Does that make sense?

Perfect, **[Client Name]**, I appreciate your patience, this shouldn't take long.

Now, is this the first time you've been looking into getting some sort of life insurance or final expense coverage?

(If "No"...) Okay... of what you've seen so far have you been able to put anything in place, or not yet? **(if "Not Yet")** What's been the primary obstacle for you in putting something in place?

("I already have some coverage") Okay, great... a lot of people I talk with do and I commend you for taking action on making sure you've put something in place already. What's got you looking again, are you concerned that what you have might not be the best option, or maybe isn't enough? Or, something else?

("Yes" - First time) Okay, I'm glad I'm able to serve you here and get you the information you need to determine if putting something makes sense for you and your loved ones, or not.

Now, **[Client Name]**, There are generally three different types of life insurance that is most commonly marketed. There are actually five or six different core types of coverage, but the three we see marketed most commonly are Term Life, Accidental Life and Whole Life. Have you heard of all three of those before?

Agent Note: As the client tells you what they remember of each coverage, explain the key features so there is no confusion, without getting lost in the weeds of going too far in depth

- 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.



DISCOVER AND RAISE THE STAKES

You said you started thinking about final expenses because _____.

I mentioned earlier a lot of people we talk with feel the same way, they are usually calling because they have a concern... that they don't have anything and they're worried about leaving their loved ones vulnerable, that what they have may not be the best option, or that it may not be enough... and sometimes people are just looking to make sure they are leaving a legacy and blessing for a child or grandchild. What reason would you say best describes your concerns? **(If they have already told you, you can say, "I'm assuming the reason you're calling is because _____, did I hear you correctly earlier and is that your only concern?")**

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?

[Client's Name], one thing we know is none of us are promised tomorrow, but we still have to plan for the future. With that in mind what we've noticed is that many people do end up living into their early or mid 80's. So, for you that means you could easily live another **[____]** years. Based on historical trends we know 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.

One more thing we should probably consider 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/DISCUSS THE 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?

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 discuss some numbers with you and this is going to help me gauge what benefit amount to look at based on what we absolutely know you can

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 as 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.



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