

In Home Presentation/Kitchen Table Script

Set up your computer at the head of the kitchen or dining room table

Show them the lead card and confirm that they sent it in

Hand the lead card to the person that signed, called in or went on line. Then say, "John and Mary, I just wanted to confirm that you sent this in/called in/went online to request the information. (Wait for their answer) Great, I have been doing this a long time and everyone sends it in/calls in/goes online for different reasons. However, I would say 95% of the people respond because they are looking to protect someone they love. WHO ARE YOU TRYING TO PROTECT? (Wait for their answer)

Then ask, "Why is this important to you?"

Listen to their "why".

You need to develop their "why". Drive it down deep and make sure they care.

Repeat their "why" back to them so you understand it properly and confirm its importance.

"So, John, this is pretty important to you and your family, right? (assuming they say "YES"—which they will if your appointment was set correctly and "tied down") Great.

OK. What we are going to do tonight is we are going to go over several different options, choices that are available to you in the marketplace that make sense for **your needs**. I'll explain your options thoroughly to both of you—make sure you both **completely** understand them—Once we've had a chance to **discuss the numbers**, maybe rework them on my laptop, it's really going to be **up to the two of you** to design the product and the price—I am here to direct you to the company that gives you the best chance to qualify, provides the most value, and make sure it suits your family budget. Because it needs to be affordable...Right?

IF we find a plan that you both like and it fits your family budget, I'm going to ask you to select that option, we'll fill out a **quick Request for Coverage**, collect **one check** for the first month's premium **only**, and send it off to the underwriters to see if we can get you **qualified**. **Because the insurance company has to think about you.**

Depending on the request we choose it can take anywhere from 1 hour to 8 weeks for the insurance company to review your request. They have think about what they would offer you. The insurance company will respond with a **written offer**—it will come to you in this format (*take out your current policies*), I own what I offer. I don't believe in offering something to you that I wouldn't have on myself or my own family. Once you receive the offer you will have up to 30 days, depending on the carrier, to review it, change it, accept it, think about it, keep it the way it is, or **ask for all your money back**. So the cards are in your hands the entire time.

Are you both comfortable with this process? (You need to receive a verbal YES from both John & Mary. DO NOT fall for the head fake, when they just nod yes) Okay. (*If they do not agree to how you do business at this point, try to overcome their objection, if you can not overcome, stop the appointment and pack up and leave. You can say something like "I guess we were a bit premature in getting together, when this becomes more of a priority for you and your family in the future, here is my card, I would be happy to sit with you then and see what we could do to protect your family."*)

So who is Glascott's Financial & Equis Financial? Carriers (Show the page with the carrier logos)

I am affiliated with a company called Equis Financial. We are a nationwide brokerage. Now all the carriers I represent are A rated carriers. It is important when you chose any type of insurance, be it home, health, auto, that the company is A rated. It is basically a school grading, like A,B,C,D. It basically means the company is going to be around when it comes time to file a claim. Okay? Great. Any questions about me or the companies I represent?

Now, I am going to ask you some questions to understand where you are, before I can give you any advise on where you might need to go, okay?

Financial Needs Analysis Page

Go over the Graph (drawn on the back of the "Needs Analysis" form)

Now I am going to explain to you how mortgage protection works and what it can do for your family. The typical mortgage protection provided by your banks and lenders are a decreasing term product that decreases as you pay off your mortgage. But **your premium stays level**. So you are paying for something that **declines in value**. *(Write the mortgage amount in the top left corner of the page and draw a 45 degree angle down to the right corner of the page and write the length of the term and the bottom of the line)* It is also tied directly to your mortgage, **so anytime** you move or refinance, **it cancels**, so you have to **requalify** for a new plan at your new age and health. This **guarantees** you higher premiums because you will be older and **doesn't guarantee you coverage** because your health could decline. And **guess who the beneficiaries' are** on the bank or lender products?? The Bank or lender. Now Mary, if John did not make it home yesterday, would you rather have choice of what to do with the money, or no say so? (WFA). Right, I believe everyone would rather have choices. *John and Mary* earlier you said you were looking to protect each other and your family right? (WFA) Okay, our plans will pay a **level benefit**. *(Draw a straight line from the mortgage amount parallel to the top of the page)* Therefore, the **longer** you have it the **more valuable** it becomes. Our product is also portable. It goes home to home, loan to loan, so you don't have to worry about it canceling and possibly not being able to qualify due to health issues. Also, **YOU** choose the beneficiary; it is not the bank or the lender. Therefore, John and Mary you have **choices**. You can decide to pay off the loan balance, invest the face amount and make payments, or use the proceeds to sell and relocate. Our plans give you choices and flexibility, which is what you want, right?(WFA) Did I explain that okay? Any questions? Great. Now the other reason I show you this graph, is I do not want you to get this number *(their loan amount)* stuck in your head. If you can afford this *(point to the loan amount)* that is great. No problem. I am going to show you what it costs to cover this amount, however, if it is not within your budget, do not let that hinder your decision. Because our product stays level, at **some point** *draw a line from the 1/2 mortgage amount straight across the page, parallel with the top of the page and cross the declining 45 degree angle line and mark the intersection with an X* our product will be worth more than you owe on the home. **Right?** Now you might be worried about this area here *(shade in the triangle from the original mortgage amount, to the intersection, to the 1/2 mortgage amount)*. Okay, you both appear to be fairly young and healthy, **right?** Now I don't think I am going out on a limb here stating that if something were to happen to one of us in the next 10 to 15 years that it would probably be a catastrophic accidental death, wouldn't you agree? Okay, well the insurance companies will double this *(1/2 mortgage amount)* because it was catastrophic accidental death and now we have just closed the gap and covered the entire mortgage amount at a much more affordable rate, okay? Did I explain that okay? Do you have any questions? Great!

Now I am going to explain the riders to you. A rider is an additional benefit that comes for a ride on the policy that can be free, but you typically pay extra for.

(Explain the riders 2 at a time)

Accelerated Death Benefit

It basically gives you an advanced of the death benefit from 50 to 92%, depending on the carrier, if you are diagnosed with a terminal illness and given less than 12 months to live. It is a valuable rider because a lot of HMOs will not pay for experimental treatment to extend your life. You can take a trip, invest it for you family, it is up to you.

Disability

Disability gives you income after you have been out of work for at least 90 days due to an injury or illness and can pay up to 2 years

Do you have any questions? Did I explain that okay?

Waiver of Premium

Waiver of premium basically waives your monthly premium if you have been disabled for 6 months and will waive your premium for as long as you are disabled

Critical Illness

Critical illness will cut you a check for \$5000 to \$500,000 depending on what you choose if you ever have cancer, heart attack, stroke, Alzheimer's or other severe illness depending on the carrier. You can use that money to pay your mortgage, doctor's bills, etc

Do you have any questions? Did I explain that okay?

Child Rider

God forbid if something were to happen to your children (*18 or younger to qualify*), the child rider would allow you to lay your child to rest with dignity, so you wouldn't have to borrow money or do some fundraiser to help.

Do you have any questions?

How to explain term vs permanent and return of premium

Now, there are 2 types of life insurance products, there is term and permanent. Term is just like it sounds. It is for a specific period of time and at the end of the term the policy either ends or you continue but the premiums will increase. Permanent is called whole life, universal life, variable life, equity index, blah blah blah. If it builds a cash value that you can borrow against and you should have until the age of 120 it is a permanent plan. Term is renting, permanent is owning. To most people it is more affordable to rent than it is to own, therefore, we are going to be discussing term products today. If you want to gauge what a permanent plan will cost for the same amount of coverage of a term plan, just double the premium. Therefore, if the term is \$50 a month, than permanent will be about \$100 a month. It is not exact but it is good bell weather. **(The following is for States with Return of Premium)** With the advent of return of premium, term is even that much more attractive. What that means at the end of the term if you didn't die or use the policy, you get ALL of your money back in a tax free lump sum check. Pretty cool, huh.

Contestability

Now, all these products are life based products and come with a contestability period. What that means is if you die in the first 2 years after getting an offer, the insurance company has a right to contest your death. Why am I telling you this? First, when I ask you the questions, please tell me the truth and second, this is not a product you want to shop and replace every few years. Because every time you replace a life policy you reset the contestability period and jeopardize your family getting the claim. This is for the long haul and is meant to protect your family. It is not suppose to be a burden. It is suppose to provide peace of mind. So it needs to be affordable every month and is not something you shop every few years. In the future, I recommend getting coverage in addition to what you have, not replacing what you have.

Did I explain that okay?

How to explain Non Medical vs Fully Underwritten

Now there are 2 types of options. There is non medical and fully underwritten. The fully underwritten is where they send out an examiner and will take your blood, urine, weigh you, measure you and maybe even do an EKG on you. They might even pull all your doctors records. The benefit to that is **if you DO qualify** and meet their requirements, you could potentially get lower rates. The flip side to that is, if you do not meet their requirements, they could **rate you up**, which means charging you more than the non medical product or decline you. And once you submit to a medical exam your results go into the MIB..Medical Information Bureau... it is a database created by the insurance companies to prevent fraud. Your results will be in there for 5 to 7 years. It is basically a **credit check** on your health. So, fully underwritten you have a 60% chance or less of getting the Standard rate and it invades your medical privacy. It also creates a credit check on your health. If you got quotes online or over the phone, they are quoting Super Preferred rates, which only 10% of the population qualifies for, so they are very misleading. Remember as your agent, my job is to protect your risk and make sure we find something affordable. It is **not** my job to find you the cheapest rate out there. My job is to find you an option that you can **qualify for**, first and foremost, and **secondly** make sure that option suits your family budget. Non medical, there is no blood or urine; it's just me asking you some medical questions. No one is going to come here and poke you, prod you, take your blood, or urine. The benefit to that is you have an 80% chance or higher of getting the rates I quote you today and it protects your privacy. The flip side it costs a little more, not much, but it does cost more. So do you understand why we are choosing non medical today? *(If they say they want to do a medical, ask them "Are you comfortable doing the medical understanding the risks involved? If they say yes, then say "Fine, I will show you fully underwritten options")*

Do you have any questions about anything??? Did I explain that ok? Great

(Answer any questions and go to "THE PROMISE")

That leaves us with the numbers, right? Before I get to the numbers, you may already have a budget in mind. Whatever you feel your budget is, I recommend paying less. For example, if you feel you can afford \$100 a month, I recommend paying \$75. The reason is, life comes at you from all directions and when times get tight I don't want you to look here to cut corners. This is supposed to protect your family and provide peace of mind. It is not supposed to be a burden. Does that make sense? Okay. What I am going to do now is give you a price range from the Cadillac down to the Yugo. If there is a number within this range that you feel will be affordable we can continue and move forward, if not, there is no need to continue because it is just not affordable and that is okay, because this is not for everybody. Okay?

THE PROMISE

Also keep in mind that this is a qualification process, and I made a promise to you to find something that meets your needs and suits your budget, right? okay. Now, I am going to ask you to promise me something also, and that is if I am busting the bank, just wave a red flag and let me know because I do not know what your budget is. And secondly that you are not going to have to think about it. Because the only reason people tell me they have to "think about it" is A - I didn't explain the product properly and they are not comfortable with the plan or B - It just costs too much. So do I have your promise?

(DO NOT FALL FOR THE HEAD FAKE-YOU NEED A VERBAL YES FROM BOTH)

Compute numbers on your laptop for the Cadillac and Yugo pricing. Tell the client what the number includes before you give them the monthly price, starting with the Cadillac number first and Yugo number second...they usually agree that something in the range will fit within their budget...then quote them a price that is 50% natural/50% accidental to cover the entire mortgage with return of premium...adjust the pricing as needed to fit budget...always telling the client what it does and includes before giving the monthly premium rate)

(Go through options)

Once you've settled on an option or used your laptop to rework---transition to filling out the application:

"John" I am also a field underwriter, so based on how you answer the medical questions, I can give you a better answer on your chance of qualifying or not, (get out the request for coverage and start filling out the application)

Plan Of insurance review

new client follow up

ERS

client survey & referral

Safe Money questions

Hiring Nationwide

Do not forget to ask the follow up questions once you have received the check for the mortgage protection policy. The purpose for asking the follow up questions is to gauge additional policy opportunities that you can schedule to discuss upon delivery of the mortgage protection policy.