

Objection Handling (during the presentation, before you give options (quotes))

Have this mindset: All objections are smokescreen. They just don't trust you yet. They completed a form online, so there's interest. The goal is to deflect all objections until you can bring their guard down and build rapport with that person.

Here's a line to deflect any objection prior to giving rates. IE I can't afford anything right now, I already have insurance in place, can you mail me the information, I have to speak with my spouse/kids, I'm shopping around.

"I understand you <INSERT OBJECTION>. This is just an informational call and as a state licensed field underwriter, I just want to tell you what these state approved plans are and see if you can qualify for them (a take-away)...and then you can tell me what to do from there.....<pivot back to where you are in the process and build more rapport!>

SCRIPT

Good morning/afternoon <first name>, my name is _____. I'm a <State> Licensed Field Underwriter. I have a request you made on <website.com> for some burial insurance information.

(Verify information from the lead)- Just to confirm, you put down that your address etc. Do I have that down correctly?

Now, were you interested in covering burial expenses for yourself or you AND a loved one?

Great. This won't take much time - the ONLY reason for my call is to explain what these state approved burial insurance plans are, determine IF you can qualify and finally how you can apply for them. Then you can tell me what to do from there, ok?

Before we start, I should explain who I am and why so many people trust our service to help them with their burial insurance.

As a state licensed field underwriter, I act as a comparison service of ALL the burial insurance plans available in your state. I determine which plans you can qualify for and provide you with the most affordable option. We're looking at companies such as Mutual of Omaha, AIG and Prosperity Life Group just to name a few. At the end of this call, you'll know the best plan available to you here in <state>. **Sound good?**

First off, what questions do you have for me?

(Optional)- Mary/Joe, how are you managing with all of this stuff going on right now? What do you think about all of this?

Great. Most people qualify for a discount for these programs so let me ask a few quick questions to see if YOU qualify:

1. Do you have a valid driver's license or state issued ID card?
2. Do you have a personal email address?
3. Do you have a personal checking account OR do you have one of those green direct express cards?

OK perfect! Are you familiar with how burial insurance works?

(If yes or no) Great, so you know that these state approved burial insurance plans are meant to cover your final expenses like your funeral services and also help with any outstanding debts. They pay out to your beneficiaries, typically within 48 hours after your passing so your loved ones aren't burdened with any financial stresses. The price NEVER increases and the coverage NEVER cancels. These are also the ones that build cash value for emergencies.

Fact Finding

Now (Betty/Joe) before we move any further go ahead and grab something to write with and let me know when you are ready. I want to give you my state license number. This is my personal number through the state department of insurance that anyone in the general public can verify, which allows me to provide these services AND you can contact me anytime. Sound good?

(Build rapport, find the need, praise often, address any concerns uncovered through this questioning, make this conversational - not just a series of questions)

● **Now what has you thinking about buying burial insurance? Why is this important to you?**

Praise them, share a story, whatever their response, keep them talking about it by asking follow up questions. This is the most important part of the call where you build the most rapport.

● **"I've been doing this for a while now and know that everyone who has requested information for our state-regulated burial insurance plans does so for 1 of 3 reasons:**

- 1) You haven't prepaid for your burial or have insurance to cover it and you don't want to leave that burden on your family.
- 2) You have a burial policy, but you know you need a little bit more.
- 3) You have your funeral/burial paid for, but want to leave something extra for someone or something special to them - like a grandchild, church or charity.

So where do you fit in to all of that?"

SEGUE into a personal story of yours:

“Thank you for sharing this, I can see why this is so important to you to take care of **TODAY**. You know my Aunt recently passed away from Breast Cancer and I actually approached her for life insurance prior to her diagnosis and she put it on the backburner - it’s not in my nature to push someone to buy anything they don’t want...anyway our family had to all split the burial service costs....and that’s why I’m so glad we’re talking today because I know you don’t want the same thing to happen to your family, right?”.

Come up with several different stories. Write them down. If you don’t have one - talk about someone else’s story.

- **Have you ever had to make funeral arrangements for anyone before?**

Get them to think about their personal experiences.

If yes: Who for? Did they have the savings or burial coverage in place to cover the arrangements? How easy did that make everything? (Or how hard was it to come up with that money?)

If no: Ok did you know the Social Security Administration only pays \$255 to your family upon your passing?.....The average cost of a funeral in the United States is \$9,000. You or your loved ones would have to cover the difference. Would you be able to cover your funeral and any final debts with your savings? or would you need a burial insurance company to do this?

- **How long have you been looking for burial insurance?**

If they’ve been looking for any amount of time, that’s a red flag and you need to dig in. Follow up with questioning to address any future objections right now:

- Why haven’t you got this taken care of the past? (Isolate the objection - “If we were to find something comfortably in your budget today, is there any other reason you wouldn’t apply?”)
- Where have you been looking?
- Are there any challenges that has stopped you from taking care of this?

- **Who would your beneficiary be on this policy?**

This is part of assumptive selling, but follow up with questioning re-inforcing the need.

“So he/she would be the one taking care of and paying for any burial services and final debts?” (Praise them, example: “Wonderful. I know they’ll appreciate this financial help at such a hard time”)

- **Is anyone other than you paying for this policy?**

If yes, who?

- **Are you receiving any Social Security or Disability check from the government?"**

If yes: Do you receive your payment the 1st, 3rd or one of the Wednesdays?

- Social security deposits on either the 1st, 3rd or the 2nd/3rd/4th Wednesday.

Important: Set their draft date the day their Social Security/Disability money comes in! If it's the 2nd/3rd or 4th Wednesday, use Prosperity Life for Social Security Billing.

- **What do you want your burial life insurance coverage to accomplish? Only cover your burial costs? Burial costs and some remaining debts? (talk this out with them - are there any remaining debts?)**

Prescreen

Now we just need to see if you can qualify for these plans. Not everyone does and as a state licensed field underwriter, it's my job to find out which of these plans will approve you TODAY. So I need to ask a series of health related questions to determine eligibility.

Please answer open and honestly because the carriers do check pharmacy reports and mib reports before approving any policy and I want to make sure we place you with best possible burial insurance plan.

- 1) Have you used any tobacco or nicotine products in the past 12 months?
- 2) What's your current height and weight?
- 3) Please confirm with your date of birth?
- 4) Do you take any prescription medications? (If they can't remember all of them, have them go to their medicine cabinet and read them off. Dig into the reason for the medications - heart, diabetes, stroke etc. This is where the medical conditions come out)
 - Name?
 - What for?
 - Dosage?
 - When prescribed?
- 5) Have you taken any medications in the last 5 years that you've stopped taking?
 - Name?
 - What for?
 - When quit?

- 6) Do you use any Nitroglycerin or inhalers? (often forgotten about medications)
- 7) In the last 10 years, have you seen the doctor or had any health complications that we haven't discussed yet?
- 8) Any treatment in the past 10 years for heart troubles, stroke, cancer, diabetes, depression or have any lung, kidney or liver issues?
- 9) Any alcohol or drug abuse history?
- 10) Have you ever been confined to a hospital, long term care or nursing facility?
- 11) Are there any pending surgeries or follow up appointments recommended by a doctor?

Thanks for sharing all of this with me.

The Close

While I'm running these options, it's important to some of the big features of these state-approved burial insurance plans:

- #1) Your coverage amount is guaranteed to never go down.
- #2) Your payments are guaranteed never to increase. They'll remain level for the rest of your life.
- #3) These companies will pay out quickly when your family needs it most.

Ok, so 80% of my clients are either retired or disabled. Basically EVERYONE is on a fixed income and the LAST thing I'd recommend is spending more than you can afford - so I'm going to give you some of your choices.

GREAT news, I'm seeing you're eligible for coverage with one the best state-approved burial insurance companies - Mutual of Omaha. <Build up the carrier reputation> MoO is an A+ rated carrier, been around over 100 years and pays claims quickly.

Lets go over their options. The three most popular coverage options with Mutual of Omaha are:

1. \$ of coverage for ONLY \$99/mo.
2. \$ of coverage for ONLY \$79/mo.
3. \$ of coverage for ONLY \$59/mo.

So TELL ME <client name>, which coverage amount would you feel comfortable with?

(If prospect chooses an amount): GREAT that's the coverage amount A LOT of my clients have been choosing for their family.

(Go straight into the application)

(If prospect objects to price, isolate the objection, the price drop): I understand you're on a fixed income and we don't want this to be a tough payment for you. I know your biggest concern is affordability, are there any other concerns? (you want a "no" here)

So it's safe to say if this plan was a little more affordable, it would be a whole lot easier to protect your family TODAY? (then show lower coverage amounts).

(If prospect has any other objection, isolate the objection and build more rapport)

Payment Dates

While taking the application, **set the draft date the day of their social security payment they told you during the fact find.** Do not ask them for when their payment is taken out and don't make it a big deal!!!!!!