

VIRTUAL SCRIPT

FIRST 30 SECONDS (ETHOS):

First name?

Hey first name its your name with Legacy Life. Getting back to you about one of our carrier Ethos you started a life insurance application with. What happened with that? Was the price too high, did it kick you out for a health condition? What happened?

SAY THIS AS SOON AS YOU CAN IN THE CALL:

The form you filled out only showed one of the options. For some reason the AI generated quote didn't do it correctly. I'm the local agent assigned to get you the lower pricing, would that be helpful?

FIRST 30 SECONDS (VERTICAL):

First name _____

Hey(FIRST NAME) _____, its(YOUR NAME)_____ with Legacy Life. I'm just getting back with you about the life insurance form you filled out - it was the one where we asked you your favorite vegetable and you put _____(THEIR VEGETABLE)

They usually laugh.... Go straight to WHY QUESTION!

[Common Objections]

- DON'T HAVE TIME NOW

That's not a problem, do you have a few minutes now just to see if what we do can even help & if it would even make sense to schedule a call back?

- ALREADY TOOK CARE OF IT

Oh great, that's not a problem. How long ago did you take care of it?... Perfect. Well while we have you on the phone, would it be reasonable to offer you one more quote just to make sure you got the best policy available?

- NOT INTERESTED [ETHOS]

That's not a problem... That's actually why I was calling. The quote online only shows you one option but we work with 30 other carriers as well. Would it be reasonable to double check all the options & possibly find you something better than you originally were quoted?

- NOT INTERESTED [VERTICAL]

That's not a problem... That's actually why I was calling. Did something change in the past day since you filled this out? Or are you just tired of agents that aren't any good bothering you...?

Once you get permission to engage.. Go right into “The Why”

POLICY:

Do you have any life insurance currently?

- **What company**
- **How much coverage**
- **Price/month?**
- **How long ago did you get it?**
- **When does it go up in price?**

THE WHY QUESTIONS:

Pick the one you like best & use it. Some situations you’ll need to use multiple

1. Just curious what caused you to start looking for protection for you and your family in the first place?...
2. Usually when someone fills this out there’s a reason for it, or maybe a motivation behind it.. What motivated you to fill out the form searching for life insurance?
3. What/Who were you looking to protect with life insurance?

Digging Deeper

- **Are you married? Do you have kids? What ages?**
- **What does it look like for your family if you passed away this week? Would things get tight financially right away? Would they be ok for a few years? Few months? Struggling immediately?**
- **What does this life insurance money need to cover? (Mortgage, loss of income, funeral, money for kids?)**
 - It seems like everyone knows someone who either passed away with life insurance & the huge help that was, or knows someone who passed away without it and the trainwreck it was.. Which one is it for you?
 - What motivated you to fill out the form/application?
 - If you get hit by a bus next week...? What do we need this money to cover?

LOOKING?

- **How long have you been looking/did you try to get this set up before? Or the first time? What happened trying before?**
- **Why is this important to you now?**

PLAN B

- **What's your plan B if you don't get any coverage in place?**
- **What happens if you pass away and there's no life insurance?.. Then what?**
- **Do you have retirement money, savings, \$\$\$ under the mattress?**

HEALTH

- **Are you a Tobacco user?**
 - If yes: Cigarettes or something else? (Or how long ago did you quit)
- **Any major health issues (Cancer, Diabetes, Heart, Stroke?)**
 - If yes: Diabetes- how many years ago diagnosed?
 - Last a1c?
 - Medications for it?
 - Ever taken insulin?
 - Any diabetic complications? (pain in feet, kidneys or eyes?)
 - Cancer:-
 - How many years ago?
 - Type?
 - What stage was it? (1-4) Was it metastatic?
 - When did treatment end?
 - Any occurrence or other type of cancer too?
 - Heart-
 - When did it happen?
 - When was the last time?
 - Medications on for it?
 - Stents put in?
 - Diagnosed with congestive heart failure?
 - Stroke--When did it happen
 - When was last one?
 - Medication for it?
- **What prescriptions are you taking? (Name, and what its for)**
- **Current Height & Current Weight**
- **Any other health scares or meds you used to be on in the last 5-10 years?**

COMMITMENT QUESTION

- Okay so we're looking for coverage that covers you for (insert why)
- If we could find something that covers that... and it FITS THE BUDGET... Is there any reason you wouldn't get something set up?

PROCEED TO SOLUTION

[THIS MAY BE DONE ON THE 1ST CALL OR A 2ND CALL]

- IF 2ND CALL - I'm going to shop this around for you, when works for us (later today, tomorrow) to circle back and go over the options?
- 1 CALL CLOSE - SEE BELOW

Book appointment later that day or next day and get it on the calendar.

Text them your business card and confirming the appt time you'll call back.

Tell them to save you as "**Your name** Life insurance"

[VERTICAL] 1 Call Solution Close:

Okay _____ (their name) I'm going to plug this in here and we're going to find you the best options that you can qualify for that fit within your budget..

SHOP OPTIONS + MAKE SMALL TALK!

Once you have the options go to the close (SECTION BELOW)

[ETHOS] 2 Call Solution Close

Have this ready before second call:

Have 3 priced options ready to tell them.

-The highest they can qualify for/top of the budget they said

-Middle option

-A lower option

*Example: Client wanted 300-500k of term. Write down the price of 500k, 400k and 300k.

***Send a text reminder 10-30 min before call.** "Hey David, reminder ill be calling soon for our 1030 appointment. Talk to you soon."

SECOND CALL:

Opening line:

Hey ____ its (your name) your life insurance guy.. GREAT NEWS! I found you some really great options, I just wanted to make sure we are setting this up correctly.

-Re go over why

*Review the emotional reason this is important. You can use phrases like "caused you anxiety/worry/confusion" and if we take care of it it will "give you peace of mind, relief, take stress of your plate".

*Finish with, do I still have that correct?

Example: So when we talked yesterday Mr. Client, you mentioned you do not have any life insurance currently and now that you are retired its starting to give you some anxiety about your wife having to pay for this out of pocket. It's been a little frustrating trying to look for coverage the last few weeks and if we can just find something that fits the budget & can cover the final expenses so your wife wont have to be stressed, that would give you a lot of peace of mind.. Do I still have that correct?

CLOSE

-Go over the options

“So I shopped it around with all our carriers and IF we can get you approved, this really is the very best option I know of in the country.”

*start with the top of their budget/most they can qualify for first. Dont tell them all 3 options, only say the top one and pause for the response.

Example: The most you can qualify for is 50k/ I know you were looking for options up to 50k, and that would be 200/month. (PAUSE) **“Is that in the budget, near the budget, out of the budget?” (WAIT FOR RESPONSE)**

-If out of budget, mention no problem whats most important is we get something that fits the budget. We all would love millions of coverage, but most important is it fits the budget comfortably so its there to protect your family when that day comes..

-Or mention you just like to tell people the most they can qualify for because sometimes people only have a small policy and when we ask why they say thats all they thought they could get.

-Or mention I want this to take stress off your plate not cause you more stress. So most important lets get it set up in a way that makes sense for you.

Then read second option and ask if thats closer to the budget

Last read a lower one.

HANDLING OBJECTIONS AFTER PRICE:

-Price too high

- No problem. What’s most important is we set this up in a way that fits the budget. This is supposed to take stress off of you not cause more. So we definitely want to set this up in a way where this week, the week of Christmas, really any time in the future its still comfortable to make the payments. The next option is _____. Is that closer to what you were hoping for budget wise?

Other lines to use:

-No worries. I think it's most important this gets set up in a way it doesn't piss you off making the payments haha. Something is obviously better than nothing, but I'm with you, I want it to be comfortable in the budget each month.

-I want to think about it or talk to my spouse about it:

That’s not a problem. All we are doing today is seeing if we can get approved for the coverage, and then we can specify what date the first payment would come out. Would

that be helpful to see if we can get you approved at least today? Because if it ends up declining for some reason, there's really not a lot more to think about..

Other lines to use:

"I totally get it. Is it ok if I make a suggestion? All we are doing today is trying to get you approved, but you do not have to make the payment today. Why don't we see if we can get you approved and we can even start at the lower amount. Then after you talk to your spouse/think about it this weekend, if you decide you want to raise the coverage that's not a problem we can adjust it then. But I'd hate for you to think about it and then be excited for a specific options and we can't even get you approved..

*Put them in a lower option but be clear we need to see if we can get you approved. I know you need to think about it but so does the insurance company since they are on the hook to give your family all that money when something happens to you. So until we know if you are officially approved there's not a lot to think about or get our hopes up about..

-Not enough coverage being offered/not worth doing unless it's more coverage I can get I totally get it. We'd all love to have millions in coverage but with your age/health the insurance companies just put you into a certain category. I know it's not as much coverage as you hoped for, but no family member has ever been upset when that day comes receiving any amount of life insurance. Something is better than nothing, wouldn't you agree?

-I'll just keep the current coverage I have

Remind them the negative things about their policy.

-Work policy- Ends when they retire/quit and may not pay out if they get too sick to work and then pass away. Very risky to just keep a work policy only hoping it will pay out.

-Old term policy- Might be cheaper now but going to expire and then they are out all that money paid and their family gets nothing.

-I'm going to keep looking/ keep shopping around

I understand. I work with basically all the major companies in the state, and took the time to price compare for you. With your age/health this really is the best case scenario. This is the cheapest it's ever going to get. Would it be helpful to see if we can at least get you approved with some coverage today instead of sticking with nothing?

Other lines to use:

I totally get it. It's just in my experience the clients that tell me they want to keep looking end up just never getting anything in place. I'd feel horrible if your family calls me one day because you saved my number as "___ life insurance" and they call telling me something happened to you, and then I have to explain we went over options but you hadn't ever officially gotten any coverage in place. I'd feel horrible having to take that phone call. If I can make a suggestion, maybe we apply for something at least today and if we can ever improve it, I certainly will let you know!

Totally get it. Just so you know, I am not loyal to any one of these specific insurance companies more than the others. I'm loyal to you, the client. This is the best case scenario I know of in the country now. But if something ever changes, like a new product comes out, or underwriting ever changes for your benefit, I have no problem getting you into something better. Why dont we start with what we know is best now, and I promise to stay in touch in the future if we ever can improve this. Fair enough?

APP TIME

-Ok so our next step is to put the application in with the insurance company to see if we can get you approved. What's your xyz (start asking the questions on the app)