

## THE IN-HOME PRESENTATION

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### Introduction

One of the keys to success are in becoming the best you can with your in-home presentation. Top pros have a success rate of 90% or higher using this approach. This approach is what I use in the home. Over the years, it has been slightly modified based upon my original book, "Insurance Selling Secrets", my experience, and feedback from top producers at Unique Underwriters. Done correctly, not only will you write policies, you will write policies that people keep. Your manager will work with you to give you the highest probability of success in the house. Please make sure you have read this document as your first step.

This document provides the written form of the in home presentation plus the basic dialogues you will need to master to be successful. Keep in mind that your clients are not experts at buying insurance. Many times, they just need someone who is confident in the process of helping someone buy insurance. They already have the why. We know this, because they filled out the letter and mailed it back to us.

For example, the people you talk may have resistance to you coming to their home. Their frame of reference is that this process may be like:

- buying a car and they must negotiate the rates.
- getting credit life, which did not require a visit.
- A "typical" in home sales presentation, which lasts hours and hours and "typically", been an exercise in defending themselves from manipulative salesmen who tries to "close" them. High-pressure!
- Or, they just don't know what to expect.

Your job, as a professional, is to start reducing the resistance and relieving that pressure when you set your appointment so they know why you are coming. You constantly have to remember to reduce resistance. Old-school sales techniques increase resistance. Our method removes it! Remember, they took the time to fill this form out. We did not solicit them. They solicited us. Our job is to simply to help them get what they want and they requested. Keep this in mind always! Furthermore, if your client requested information on Mortgage Protection Insurance, that is what you will present when in the home. If they were interested in Disability you will include that in your in-home presentation. Do not go to the home an attempt to sell them something they are not interested in, not do not go to the home and try to educate your clients about life insurance. You goal is to give them what they want and find a price that is acceptable.

### **PRESENTATION OUTLINE**

I like to think of the presentation in several levels that you must get through in this order. When you get off track, get yourself back on track.

#### **1. Reduce resistance, establish Control of the situation.**

This is done when you get them to the table and ready to talk. You have their application out, their request form out, computer out, etc. You are prepared and professional. During this stage, you know you are complete when you are "set up" at their table and the small talk is complete. You will have verified the census type information on their request.

#### **2. Reduce resistance, establish their motivation, their "why", and why you are there.**

This is done at several levels. First, they will tell you why they sent the form in. Second, you confirm this, explain what you will be doing and then ask for their permission to do it. You are not there to talk them into needing the plan. We already know this because they sent the form in. We are there to take care of it for them. During this stage, the focus is on the benefits promised in the letter they responded to. You move to the next step when they give you permission to help them and have agreed that they want protection for their family.

### **3. Reduce resistance; qualify them for one of our plans.**

This is done by asking the medical questions and explaining, briefly, the available coverage's. Do not "sell" here. You are interviewing them to find out issues they may have, health wise and other wise. You don't want to show them something they can't get. You want to get another commitment here about the quality of the benefits and their desire to have them. This goes back to their motivation for sending in the request, which you have already covered when the appointment was set and when you started this meeting. You may have also asked them how much they want to spend on this. You will have determined "how" to present prices as shown in our Price Option training.

### **4. Reduce resistance; show them the best option, handle any concerns, and complete the application.**

## **RUNNING THE APPOINTMENT**

Dress presentable and be clean in appearance but do not over-dress. For men, a pair of clean jeans or slacks, and a button down shirt or polo is good. Clean hair, clean shave and a tidy appearance are a must. Do not wear a suit jacket or a tie. Your clients will not be dressed up and you don't want them to feel uncomfortable or inferior. You want to look presentable and likeable but not like a salesman. When you come to the house, try to be a little early if possible. Don't block their cars in. Park on the street if possible... When you get out of your car, waive at the house whether you see them or not. When you get to the door, knock. Be a comfortable distance from the door. Smile. Have the lead in your hand and your bag on your right shoulder. Have your hands free so you may shake his/her hand when you introduce yourself without being awkward. As I enter the house, I ask them if I should take off my shoes or I just take them off. It is a genuine show of respect. That is why I do it. It is nice to pay them a compliment on some aspect of their home (yard, floors, furniture) and/or you can thank them for the "good directions" if they gave you directions. If they offer a glass of water or coffee, I accept. Be friendly. People like to be with people they like. You don't need to be their best friends, just be likeable. Always sit at their kitchen table and avoid the sofa. Always sit closest to the spouse that is the same sex as you. Do not go through your presentation with one spouse absent. It just doesn't work. Do not pay attention to one spouse too much more than the other, especially if that person is the opposite sex. Pay attention to your client's disposition, if they are loud and confident that is how you should be. If they are quiet and reserved, that is how you should be. This is called being a chameleon. Building rapport is the most important aspect of your meeting. You should spend the first ten minutes of your meeting; from the time you enter the house, until you are presenting quotes, building rapport.

## **BUILDING RAPPORT**

When you meet someone for the first time, you need to build rapport to bring tension levels down. But what do you speak about? Most agents go into a house and they are all about I-I-I, me-me-me, my company and products are great. They don't care how great or wonderful you are, their main goal is to figure out what's in it for them. People love to think about themselves and talk about themselves. So here is a little trick you can use every time you meet somebody new to build rapport. It's called the Past-Present-Future Technique. Basically you are asking them questions about their past, present and future. While doing so you are selecting questions to build motivation for what you are selling (asking them to talk about their home and their family). Also, you are trying to find commonalities between you and them to build trust. Here are some examples of great questions:

### **Past**

This is a great house/location/neighborhood, how long have you been living here?

Are you originally from this area?

How did you meet your husband/wife?

How long have you been married?

### **Present**

So tell me about your wife/husband or tell me about your kids.

How many kids do you have?

How old is the youngest/oldest?

If there are pictures on the wall I address them and ask who they are.

(Focus on the potential root of concern for insurance)

## Future

So do you have any big plans for the weekend/summer/winter?

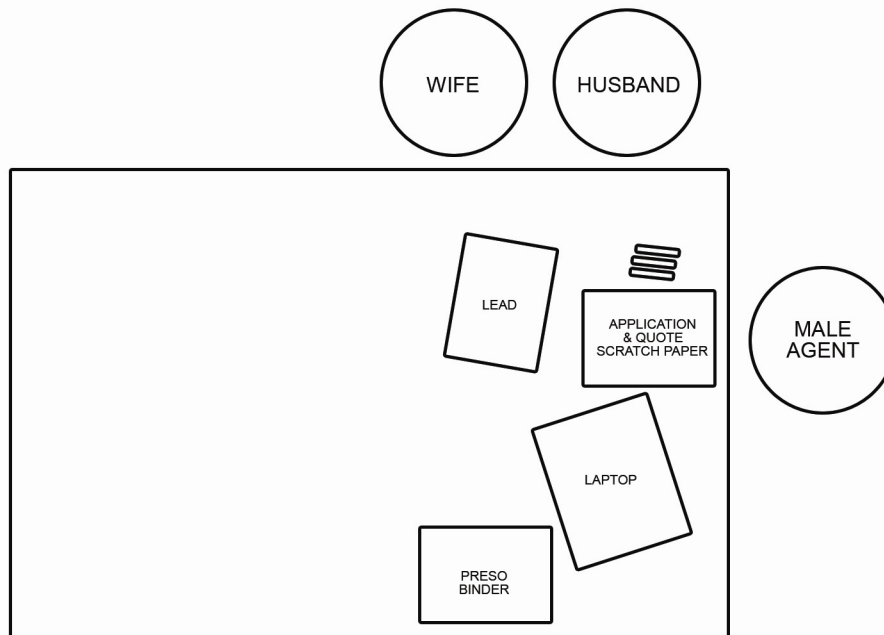
What's the next big project you'll be working on around here?

Any plans to have more children?

So all you do is ask a few simple questions and they do all the talking. Not only are you reducing pressure and building trust but you are receiving tons and tons of buying signals.

## KEEP YOUR WORKSPACE ORGANIZED – NO CLUTTER

As soon as you sit at the table you should get out a few pens, a piece of quote sheet paper, an application and your presentation/lead binder. Get the application out in the open right away. That is why you are there! You are literally filling out their application while you are talking. You avoid the awkward moment by having to pull out forms. Don't clutter the table with brochures or pamphlets. Keep your presentation binder closed and off to the side. You don't have to have a presentation binder but we suggest using one for two reasons. In your presentation binder you have nice color brochures, financial ratings for the carriers, and other useful information. When you need to show them something you can open to that particular page. Also, keep all the leads you are working for that trip in the binder too. You want to look busy-you have a lot of people you need to see the next two days. Remember, the more you have in front of them, the more they feel they should take that, keep it, read it, think about it. Lots of documents can create confusion. Confused people don't buy. The other issue is that some marketing materials will list benefits they may not qualify for. It is a major letdown if they find out that they don't qualify for them or can't afford them.



Speak slowly and clearly. I have the following.... throughout the document. This is to remind you to speak slower. You may also notice that immediately after the.... is an affirmative command... get your policy.... protect your family ... etc. This is important. People tend to hear what immediately follows a pause. When you see WFA, it means Wait for Answer. It is absolutely imperative that you let them answer you. You need this to be about them. It looks like a lot of talking here, but the reality is that they need to talk more than you while you are there. Based on their answers, you may need to modify your presentation and be

flexible. Practice this presentation, with your spouse, with your friends, with your neighbors, with your manager. Get really, really good at it! It takes 100 in home presentations to be a master. You may only take 10 to feel good about how you perform. At 10, you have not arrived, even if you sold 10 of 10. Commit to doing 100 in home presentations in the next 90 days. This is the second key to being a multiple six-figure earner in the mortgage protection business. The first key was discussed in the Telephone Skills training. I am sure you already know the training. If not, go back, right now, and read the Telephone Skills training again. The two keys to this business are to schedule 15 appointments per week and to hold 100 appointments every 90 days ... or more!!! You have to do both and do them correctly. This will change your life.

## **STEP 1 – ESTABLISH CONTROL AND BE THE PROFESSIONAL**

*Park in street. Waive at the house when you get out of your car. Bag over right shoulder, lead in left hand. Knock on door (doorbell is last resort).*

“Hi \_\_\_\_\_. I’m \_\_\_\_\_. It’s nice to meet you.”

“Would you like me to take off my shoes?”

“By the way, your directions were perfect. I found your home very easily.”

*(Acknowledge and greet the spouse.)*

“Can we sit at your table?” *(Sit by the spouse that is the same sex.)*

Can I borrow some of your electricity? *(Plug in laptop if using one.)*

*(Pull out your computer, three pens, your presentation binder; an application and a piece of quote scratch paper. Have the lead sitting right in front of you the entire time.) See the diagram show above.*

“First off, Thanks for squeezing me in today. I promise.... I will be very brief... I have several more families to see in this area today...*Point to leads in your presentation binder.* And I’m sure you won’t mind keeping this short ☺”

Can you. help me ... verify the information on your request? What is the Mortgage Amount? What is your approximate monthly payment? *(Write monthly payment somewhere on lead sheet).* I have your birthdate as 3/20/1957 ... that makes you how old? ... and Mary.... I am not going to ask how old you are ... that is not polite, but if you had a twin sister, how old would she be ☺ ? *This is a great place to ask how long they have been married, where they met, etc.*

## **STEP 2 – GET THEIR WHY AND GET PERMISSION TO HELP THEM**

“Great, I have a lot of the information that I need.... Now, I see a lot of families and everyone has different reasons... What was the main concern or reason for sending this is?”

*(Turn lead around and show it to them).*

**WFA** *(if no answer, “What specifically motivated you to send in this request?”)*

*(This is the key to the meeting!!!)*

“Great, so what you are saying is that you want to.... make sure ... that if something happened to you ...

Tom ... that Mary would be able to continue living in this house.... plus ... if you were to get

hurt or sick.... that you would have money to continue living here while you got better.... Is that correct?”

Are e you look for coverage on just you John, or should we look up coverage for both of you?

**WFA**

“Tom .... My job for the company is ... to help you.... choose the plan ... that is the most affordable from our group of mortgage protection insurance carriers... We have ALL of the plans in the market available to us ... medical and non-medical... I am going to ask you a couple questions to determine which one.... you will qualify for.... then I can use my computer to find you the best company, with the best benefits... at the absolute lowest cost for you ... don’t worry.... this is an easy process.... I can’t approve or disapprove coverage for you tonight.... I don’t have a credit card machine or a cash register with me.... or anything like that.... I can only submit your information so we can get you an offer of coverage ... usually on a non-medical basis ... it takes about 1 to 2 weeks ... the good news is that while we are waiting.... your family is protected should anything happen to you. Is this what you would like me to do for you today?”

**WFA**

“Great. I am going to ask that you promise me two things.... First ...I need you to answer the health questions to the best of your knowledge and.... second.... most importantly.... is that if I show you

Something that is out of your budget.... you tell me.... because I don't want to have you get something you don't want or is more than you want to spend and then cancel it ... or worse ... have Mary call me, as your agent, to process a death claim ... only to find out ... that the policy had lapsed ... due to non-payment and there is no coverage. OK?"

### **STEP 3 – QUALIFY THEM FOR THE PLAN AND EXPLAIN THE BENEFITS**

*Ask the health questions and fill them out on the application.*

"Great ... based upon what you just told me.... We can get you covered with our non-medical products. I will use my computer in a second to find the company with the best rate. With this product, the coverage amount will never go down and your monthly payment will not go up, as you get older. You can make changes to the plan at any time and you can keep it going up to age 95. Your coverage begins from the time you submit your application and when the death occurs, your wife will receive the death benefit, 100%, tax-free, paid directly to her. This plan is also portable so if you move, get a mortgage or change homes, the coverage stays with you. Finally there are some great extras built into the policy. If you are diagnosed with a terminal illness this plan lets you access your money immediately to use for whatever you want, paying bills, a life-saving procedure... Also if you get confined to a nursing home the plan would pay out for that as well.

### **STEP 4 – GIVE THEM SOME QUOTES**

There are many different ways to present quotes. Over time, experience will dictate which route you take as well as your ability to pick up on certain buying signals. We have put together several "Quote Approaches" to keep this process simple and effective for you as your skills develop. In some of the examples below, you will notice that we will look up a certain number of years of mortgage payments. If your client can't budget the entire amount it is still better for them to have some coverage in place than none. Remember this is Mortgage Protection Insurance, not necessarily Mortgage Payoff Insurance. "Having enough money to pay several years of mortgage payments allows the surviving family to continue loving in the house and gives them options. They can continue making payments. They can take the month received and put it towards the loan balance as a balloon payment and refinance with a lower interest rate and principal. They can also sell the house. It can take two years to sell a home sometimes and having funds to cover payments allows them to go through a natural process of selling the home to preserve the maximum amount of equity. Being forced into foreclosure, quick sale or auction has drastic consequences."

## **APPROACH 1**

Client is **under 35** and they are specifically interested in the death benefit to pay off the house.

**Option 1 – Mortgage Amount  
+ Return of Premium 20-YR**

**Option 2 - Mortgage Amount 15-YR**

**Option 3 - Coverage for 5 Years of Mortgage Payments (Monthly Payment x 12 x 5) 15-YR**

*Note: "The death benefit is paid immediately 100%, and tax-free to the beneficiary."*

*Note: "Return of Premium is our most popular option. It allows you to receive 100% of all your premiums paid ... back to you.... tax-free ... at the end of your policy term. I have calculated that this like getting a tax-free, risk-free, 6-15% return on your money. Very nice... I have had some clients get a plan that is shorter than the mortgage term and use their money to pay off the mortgage early. You will start to be able to get your money back after the 5th year of the policy. This is a smart option for younger people!"*

## **APPROACH 2**

Client is **over 35** and they are specifically interested in the death benefit to pay off the house.

**Option 1 – Mortgage Amount 15-YR**

**Option 2 - Half the Mortgage Amount 15-YR**

**Option 3 - Coverage for 5 Years of Mortgage Payments (Monthly Payment x 12 x 5) 15-YR**

**Option 4 - Coverage for 3 Years of Mortgage Payments (Monthly Payment x 12 x 3) 15-YR**

*Note: "The death benefit is paid immediately 100%, and tax-free to the beneficiary."*

### **APPROACH 3**

Client is **under** 35 and they are specifically interested in the death benefit to pay off the house and disability and/or critical illness.

ASK: What do you do for a living? Check in the Agent Guide to see if this job permits DI or CI Rider. High-risk job = decline

ASK: What is your approximate monthly income? Some states require disability to be a certain % of income.

ASK: Have they had any claims for disability in the past 5 years? Yes = decline

ASK: Do they have any injuries or treatments for injuries, joint/back pain on their medical record in last two years? Yes = decline

ASK: Are you taking any prescription medications for pain? Yes = decline

**Option 1 – Mortgage Amount  
+ Return of Premium  
+ Maximum DI or CI Allowed Based on Coverage Amount or State Laws 20-YR**

**Option 2 - Mortgage Amount  
+ Return of Premium 15-YR**

**Option 3 - Mortgage Amount 15-YR**

*Note: Disability Income rider provides a monthly payment to you in cash. You qualify ... when you cannot perform the duties of your current occupation... This makes this plan a living plan, protecting ... YOU ... and your family.... making sure you have a place to live while you recover. People are more likely to ... need this benefit ... than any other. (Know your product specifications for this rider)*

*Note: Critical Illness coverage pays you a lump sum of cash should be diagnosed with a covered critical illness, such as cancer, heart attack, stroke, renal failure, organ transplant, or paralysis. I am getting older.... I never used to think much about it.... but.... including my friends and their parents.... almost everyone has had a family member... with prostate cancer ... breast cancer... a stroke ... or at least knows someone who has. It is an expensive and time-consuming process to recover. This coverage protects you from that. (Know your product specifications for this rider)*

### **APPROACH 4**

Client is **over** 35 and they are specifically interested in the death benefit to pay off the house and disability and/or critical illness.

Depending on their age they may not be eligible for DI or CI anymore.

ASK: What do you do for a living? Check in the Agent Guide to see if this job permits DI or CI Rider. High risk job = decline

ASK: What is your approximate monthly income? Some states require disability to be a certain % of income.

ASK: Have they had any claims for disability in the past 5 years? Yes = decline

ASK: Do they have any injuries or treatments for injuries, joint/back pain on their medical record in last two years? Yes = decline

ASK: Are you taking any prescription medications for pain? Yes = decline

**Option 1 - Mortgage Amount  
+ Maximum DI or CI Allowed Based on Coverage Amount or State Laws 15-YR**

**Option 2 - Mortgage Amount 15-YR**

**Option 3 - Coverage for 5 Years of Mortgage Payments (Monthly Payment x 12 x 5) 15-YR**

*Note: Disability Income rider provides a monthly payment to you in cash. You qualify ... when you cannot perform the duties of your current occupation ... This makes this plan a living plan, protecting ... YOU ... and your family.... making sure you have a place to live while you recover. People are more likely to ... need this benefit ... than any other. (Know your product specifications for this rider)*

*Note: Critical Illness coverage pays you a lump sum of cash should be diagnosed with a covered critical illness, such as cancer, heart attack, stroke, renal failure, organ transplant, or paralysis. I am getting older.... I never used to think much about it.... but.... including my friends and their parents.... almost everyone has had a family member... with prostate cancer ... breast cancer... a stroke ... or at least knows someone who has. It is an expensive and time-consuming process to recover. This coverage protects you from that. (Know your product specifications for this rider)*

## **PRESENTING THE QUOTES**

After you decide on an Approach, you need to use your illustration software and look up the information. Always verify the coverage details and client age on the screen before writing down the premium. Write down all premium options on the Quote Scratch Paper. If you are looking up quotes for both the husband and the wife, look them up separately. Write the husband's quote on the top half of the paper and the wife's on the bottom half of the paper. Now, this is the important part. Put your pen down, turn the Quote Scratch Paper around to face them and ask, "Which one of these look the best?" Do **not** say anything, not a word. Wait for them to speak. Even if there is an uncomfortable dead silence for several minutes. The first person to speak loses. If none of the options you initially presented works with their budget, look up lower amounts. Present them with two more options. Typically we will look up the mortgage amount and do half of it full-coverage and half of it accidental. For example, if they had a \$200,000 mortgage, look up \$100,000 on a 15-YR Term with a \$100,000 accidental rider. This strategy is also used for large mortgage amounts to avoid having to do a fully underwritten policy. When looking up quotes make sure you are using the correct birthdate mode. For example. The American Amicable Home Protector goes by the client's actual age whereas the Easy UL requires you to go by their nearest birthday. So if they are 45 but their next birthday is in a few months (less than 6) you need to look up quotes as if they are 46.

## **HANDLING OBJECTIONS**

*Keep in mind that your customer is not an expert at buying insurance. The comments they make are not necessarily objections. They just do not know how to go about it and still feel like they are in control and doing their job as an informed consumer. You can overcome a lot of these "uncomfortable" moments by experience and knowing your product and using this straightforward approach. It is more common than not to have some type of resistance in every appointment. It is your job to reduce this resistance by providing logical and emotional responses that help them feel comfortable with you, as their agent, and the coverage you are proposing. In general, we have three steps that you must take to get them from "thinking about it" to "applying" In general; there are 3 steps to getting from thinking to applying. The first more or less attempts to reduce it to the price. The second is more direct, reminding them that you did exactly what they said they want. Very strong. The third appeals to the honest truth.... if we fail them... the consequences are very harsh ... for them. Very very strong and real. Are you man or woman enough to care this much about a stranger? I hope so!*

### **Step 1 (Usually the obvious, think about it response)**

**Client Response:** *"I want to think about it, we want to talk it over..."*

... Tom and Mary.... this is important.... and I appreciate you wanting to think about this ... usually when I hear this ... it is from a family who ... wants to ... get the coverage ... but are unsure of the plan benefits... or.... in most cases ... it is just that the price of the plan was outside of their budget.... If there were a lower priced option, would you rather do that ... or should we just apply for this plan and adjust it later if it is too much?

**WFA**

I know.... as you said earlier ... that making sure... that your family always has a place to live ... is the most important thing here ... to help me ... help you.... can you tell me.... if price was not an issue.... does this coverage do that for you?

**WFA**

... Should we.... simply ... apply for this ... or do you want to ...tell me ... how much you have to spend.... and.... I show you some other options ... and ... will get you the most coverage I can for that amount?

**WFA**

(with an exact amount, show that amount and take the application; with a non-specific answer, show 2

options and ask them to choose one)

**Step 2 (Let them design the plan that “they” chose)**

**Client Response: “I (still) just want to think it over.”**

... Tom and Mary.... this is important.... and I appreciate you wanting to think it over ... I understand that you want to ... get the coverage ... keep it under budget.... and protect your family ... the most important thing.... as you said earlier.... was to make sure that your family can continue living in this house if something were to happen to you.... what I showed you.... does exactly what you said you wanted ... I simply need to get you approved.... Tom ... what is your social security number?

**Step 3 - (Stalling or Shopping???)**

... Tom and Mary ... I think I understand... let me ask you... are you thinking this over because you.... want this plan ... and don't want to make a mistake.... or... because you want to shop ... that's ok.... and see if you can find better rates somewhere else?

WFA

**Client Response: “Think it over” - stall**

... Tom and Mary.... this is important.... when I asked why you sent this form back to us.... you gave me the right answer... to protect your family... I appreciate you wanting time to think this Over ... and ... here are the basics to consider.... we pay your wife cash in the amount of \$150,000 if you were to die.... even if it were tomorrow ... and you agree to pay the insurance company \$125 per month ... simple ... there is a lot more at stake than \$125 ... I have never had to personally deliver a death claim ...almost all of my associates have ... my friend and manager.... Victor has delivered 2 death claims that were paid ... on applications that were in the processing stage ... where the Insured was healthy on the day of the application.... and then passed away.... 2 days and 1 week later.... They were more fortunate than my client ... who wanted to think it over ... asked me to leave the paperwork with him to “study”. He never called me ... his children did ... asking me why I didn't submit their dad's insurance application ... he died without insurance.... it was my fault.... Now.... you will thank me later for being persistent.... even if you think you can find a better deal.... get this today.... and look for it while your family is protected.... Tom ... I simply need to get you approved ... can you please tell me your social security number?

**Client Response: “Think it over” - want to find better prices from someone else. This is also the response when they want to talk to another agent or say they don't buy anything until they see multiple agents.**

... Tom and Mary.... I am glad to hear.... that you want the coverage ... even if it is not from me... that's OK.... I have had this happen twice... once in Dallas and once in League City.... They wanted ... like you ... to have the lowest possible rates ... and still protect their family ... they didn't believe me either ... wanted a second opinion ... had some other insurance agent quote them Some really low rates ... that no-one actually gets.... you know the ones for elite athletes.... with body fat at 4%, resting heart rates of 45, and.... well ... above perfect health... these required a medical exam to qualify.... the results came in.... and ... they not only did not get the rates they applied for ... they also found out.... one had diabetes.... he had no idea.... one had hepatitis ... she had no idea... now ... they wanted my policy ...and I could not do anything for them.... it is on their medical record for 7 years.... no-one can help them.... unless they pay astronomical rates... here is what I do.... in your situation.... get this policy.... so you have coverage in place.... I will shop for You ... we do that anyway.... every time ... for your benefit.... to see if there is a better plan.... and if you find something else.... you can always cancel this plan ... but I urge you not to risk everything to see if you can save \$8 - \$15 per month.... Now ...you will thank me later for being persistent.... even if you think you can find a better deal.... get this today.... and look for it while your family is protected.... Tom ... I simply need to get you approved ... can you please tell me your social security number?

**Client Response: “Call me next Tuesday” (if first objection)**



... Tom and Mary.... this is important.... and I appreciate you wanting me to call you next Tuesday ... usually when I hear this ... it is from a family who ... wants to ... get the coverage ...and are unsure of the plan benefits.... or.... in most cases ... it is just that the price of the plan was outside of their budget.... If there were a lower priced option, would you rather do that ... or should we just apply for this plan and adjust it later if it is too much?

**Client Response: “Call me on Thursday (and I will have an answer)” (if you have gone through multiple options or concerns)**

... Tom and Mary.... I understand.... you want me to call you on Thursday and you will tell me yes or no ... I am sure that you want me to call because you are currently leaning towards wanting this coverage... if I were to ask you that question.... right now ... what would your answer be?  
WFA (If yes) .... then lets just just take 3 more minutes right now and get it taken care of .... (if no, or non-specific answer)... be honest.... are you going to see if you can find better rates somewhere else? (ask for budget and go back to step 1 or go to Step 3, shopping close)

**Client Response: “If I can’t get (the full coverage/disability/etc.) then I don’t want it”**

... Tom and Mary.... this is important.... and I appreciate you wanting more coverage ... I understand that you want to ... get the coverage ... keep it under budget.... and protect your family ... the most important thing.... as you said earlier.... was to make sure that your family can continue living in this house if something were to happen to you.... what I showed you.... does exactly what you said you wanted ... I simply need to get you approved.... Tom ... what is your social security number?

**Client Response: “I never buy anything the first time I look at it”**

... Tom and Mary.... neither do I.... and as you said earlier.... you wanted to make sure that your family can continue living in this house if something were to happen to you.... what I showed you.... does exactly what you said you wanted ... I simply need to get you approved.... so.... you can have something to look at.... without this.... you have no coverage.... I will get you approved in the next week or two ... deliver the policy to you with all the details.... and you will have an additional 30 more days to review it... I simply need to help you protect your family tonight.... Tom ... what is your social security number?

**Client Response: “I am going to call my other insurance agent/accountant/lawyer/priest”**

... Tom and Mary.... this is important.... and I appreciate you wanting some outside advice ... I understand that you want to ...get the coverage ... keep it under budget.... and protect your family ... the most important thing.... as you said earlier.... was to make sure that your family can continue living in this house if something were to happen to you.... I am a specialist in mortgage protection ... if your other agent was knowledgeable in this market ... wouldn't he have called you already? ... I told you I was going to get you covered before I left today.... I simply need to get you approved.... Tom ... what is your social security number?

**Client Response: “Why do I need to give you a voided check”?**

... Tom and Mary.... the voided check validates your application... and allows me to cover you while this application is in progress.... If you decide this coverage is not for you at a later date ... you would receive your premium back 100% ... it is not a big deal.... it is required for me to process your application.

**Client Response: “I am not sure I want this”**

... Tom and Mary.... this is important.... and as you said earlier.... you wanted to make sure that your family can continue living in this house if something were to happen to you.... what I showed you.... does exactly what you said you wanted ... I simply need to get you approved.... Tom ... what is your social security number?

**Client Response: “If you have something less expensive, why did you not show it to me first” (when you have reduced benefits or taken something away that they wanted due to price or Qualification issues)**

... Tom and Mary.... this is important.... and ... as you said earlier.... you wanted to make sure that your family can continue living in this house if something were to happen to you.... mortgage protection allows you to keep your family in the home ...having all the options is nice ... but is an extra.... by reducing the policy benefits.... we are able to provide 60 mortgage payments ... in cash.... tax free.... if something were to happen to you ... we can always add more coverage later... what I showed you .... does exactly what you said you wanted ... The important thing ... is that I can help you... protect your family tonight.... Tom ... what is your social security number?

**Client Response: “I don’t think I want this, I changed my mind”**

... Tom and Mary.... this is important.... when I asked why you sent this form back to us.... you gave me the right answer... to protect your family... the premium I showed you is very affordable.... no-one likes paying the insurance company.... but yet everyone wants the benefits.... I have been to funerals where the family is asking for donations to just pay for the burial and the cost to move in with the parents or kids. You do not have any coverage now ... at all. You family has a lot more to lose than this \$87 per month premium ... Tom.... please let me help you.... please tell me your social security number so you can protect your family

**Client Response: “Think it over - no insurance in place, second time”**

... Tom and Mary.... this is important.... when I asked why you sent this form back to us.... you gave me the right answer... to protect your family... I appreciate you wanting time to think this over ... and ... here are the basics to consider.... we pay your wife cash in the amount of \$150,000 if you were to die.... even if it were tomorrow ... and you agree to pay the insurance company \$125 per month ... there is a lot more at stake than \$125 ... I have never had to personally deliver a death claim ... almost all of my associates have ... my friend and manager.... Victor has delivered 2 death claims that were paid ... on applications that were in the processing stage ... where the insured was healthy on the day of the application.... and then passed away. They were more fortunate than my client ... who wanted to think it over ...asked me to leave the paperwork with him to “study”. He never called me ... his children did ... asking me why I didn’t submit their dad’s insurance application ... he died without insurance ...Now.... you will thank me later for being persistent.... even if you think you can find a better deal.... get this today.... and look for it while your family is protected.... Tom ... I simply need to get you approved ... can you please tell me your social security number?

**Client Response: “Show me some more options”  
(Reduced Benefit)**

... Tom and Mary.... I am glad that we are getting closer to finding the right plan for you.... here is what a lot of people are doing.... based on your mortgage payment of \$1,000, this will cover 75 mortgage payments for you.... and as your mortgage balance goes down, if your wife wanted to.... she could prepay those payments and save thousands in interest ... either way... I understand that you want to ... get the coverage ... keep it under budget.... and protect your family ... the most important thing.... as you said earlier.... was to make sure that your family can continue living in this house if something were to happen to you.... what I showed you.... does exactly what you said you wanted ... I simply need to get you approved.... Tom ... what is your social security number?

**Client Response: “Show me some more options”  
(Reduced Benefit/Accidental DB to full amount – requires a good driving history)**

... Tom and Mary.... I am glad that we are getting closer to finding the right plan for you.... here is what a lot of people are doing to ... get the coverage ... and stay in budget.... as you pay your mortgage.... the balance goes down.... and, while you are young ... if you were to die ... it would likely be an accident ... we give you the full amount of coverage ... with a portion of that being coverage for accidental death only ... I understand that you want to ... get the coverage ... keep it under budget.... and protect your family ... the most important thing.... as you said earlier.... was to make sure that your family can continue living in this house if something were to happen to you.... what I showed you.... does exactly what you said you wanted ... I simply need to get you approved.... Tom ... what is your social security number?

## **HANDLING LARGE MORTGAGE AMOUNTS**

You will eventually run into large mortgage amount out in the field. When dealing with larger mortgage amounts you have several options. Your most successful strategy is to do as much of the policy as you can with simplified issue. For American Amicable that is \$200,000 and for Foresters that is \$250. Then do the remaining balance as an accidental rider. This way it adds up to the mortgage amount but keeps the price down. This also avoids the necessity of having to do a fully underwritten policy. The second option would be to write two separate policies, one with American Amicable and one with Foresters to add up to a maximum of \$450,000. This second option works but it more expensive and therefore not attractive. The higher the premium the less likely it is to sell. Your third option, which has no financial limitations, is to write a fully underwritten policy. With this type of policy, your client will require a portamed exam and if older, may also require an EKG and other tests. Before leaving the home you will have to have certain consent forms signed that are state-dependent (Foresters and Americo only, American Amicable does not offer fully-underwritten policies) and you will have to order and schedule the exam. Scheduling the exam must be done prior to leaving the home. Learn more about fully underwritten policies on our website under Paramed Exams.

## **COMPLETING THE APPLICATION**

Review the training on completing applications. Print the Client Worksheets from the website. We have one for each of the carriers. Have your client fill out this worksheet to save time. Make sure you get all the necessary signatures, doctor's information, family information if applicable, and have them sign all required supplemental forms. Have them go get the prescription medications they are taking so you can verify the name, the spelling of the name, the dosage (is it milligrams or micrograms?) and dosage instructions (qty and times per day). When finished, start at the beginning and look left to right, top to bottom, one row at a time, making sure you have all the information you need. Keep the application, worksheet, voided check, supplemental forms and notes together and put into your bag. Make sure you do not lose the voided check. Tell your clients how the rest of the application process works.

"The next step is for me to prepare your application and submit it to the insurance company. This is just the application process; the insurance company will have to give it their final approval. Once approved, they will send you a policy and a written offer of coverage for you to look at and make your final decision. It can take up to two weeks for the underwriting to be finished but remember that you have temporary coverage in effect as of now. Here is a product brochure and my business card. You may think of some questions in the meantime and you can either call or email me. It was a pleasure to meet you and thanks for making some time to meet with me."

## **EXAMPLES OF QUOTES**

In the document entitled Quote Examples, you can see how the Quote Approaches are utilized and applied to realistic cases. Also, you can see how you would write them out on the Quote Scratch Paper for presenting.