

There are four points to focus on while you are in the home. Each point is a critical part of your in-home success. In fact, we believe your chances of success are very slim without covering the following points carefully. The points are as follows:

- 1** **CONNECT (BUILD RAPPORT)**
- 2** **CREATE A DEATH BENEFIT TO PROTECT THEIR FAMILY (YOU CANNOT MAKE A RECOMMENDATION ON A PRODUCT UNTIL YOU KNOW WHAT THEY QUALIFY FOR)**
- 3** **FIND THE PAIN (PEOPLE WILL ONLY BUY IF THEY HAVE PAIN, YOU NEED TO EXPOSE THAT PAIN. WHAT WILL HAPPEN IF THEY DON'T HAVE PROTECTION IN PLACE?)**
- 4** **PROVIDE A SOLUTION TO THEIR PROBLEM**

Connect (Build Rapport)

Take a few minutes to connect with your prospect and find something in common. What do they do for a living, how long have they been married, where are they from originally? Everyone has a story, let them talk for a few minutes. This could take 5 minutes or 15, the point is to let them know that you truly care and that you are not treating them like a meal ticket. People buy from people they like and trust. Treat them as you would like to be treated. Remember that they are someone's friend, mother, father, sister, brother, cousin, aunt or uncle.

Who We Are:

Take a minute to build credibility by sharing our insurance partners with them, most people will be familiar with 2 or 3 of them. Let them know we only work with top rated carriers.

Overview of the Day

Give them a brief overview of what you'll be going over today. Provide an explanation of coverage, let them know how the process works. Find out what product will best suit them and which one they might be able to qualify for based on health and lifestyle questions. Also, let them know that once you find something that fits their needs and budget, we will need to submit an application for approval, letting them know that they still have to qualify. By doing this, you are planting the seed that you will be taking an application today. This will help eliminate push back when you find a product that they agree to.

Explanation of Benefits:

The entire point of this section is to let your prospect know that Mortgage Protection is simply a DEATH BENEFIT that they can put in place to protect their family. Whether we choose a plan to pay off the entire mortgage or one that will be enough to make mortgage payments for a few years to keep your family in the home. This must not be glossed over. Talk in terms of a Death Benefit, not in terms of different types of insurance i.e., Term, Whole Life or Universal Life. The Death Benefit can be paid to the bank or the people you are protecting.

“Everyone chooses the people they are protecting because you could refinance or the lending institution could sell the mortgage. You want the Death Benefit to follow you, not the bank. After all, are you trying to protect the bank or your family?”

The only riders you need to talk about is Waiver of Premium, Return of Premium (depending on the person's age) and Living Benefits for Critical Illness (depending on which product they qualify for). No need to talk about Disability Income or Child Riders because these are more difficult to qualify for. If they tell you they are interested in the Disability Coverage, let your client know how difficult it is to qualify and they can apply for the disability after you get the base plan in place first. If your client applies for either one of these and they don't qualify, the insurance company will amend the policy. This is the best way to avoid unnecessary amendments. This assures, in most cases, the client gets covered and you get paid.

Finding the Pain:

This is one of the most critical steps of your presentation, perhaps THE most critical step. If this is not covered thoroughly you will likely not make a sale or your client will cancel their policy. Finding the pain is the process of finding out why they put in a request to protect their mortgage. Ask the wife what will happen if she loses her husband's income. Ask the husband what will happen if he loses his wife's income. Dig deep and ask follow up questions after they respond. If she says, “I will lose the house if I lose his income,” ask her where she will go. Continue to ask these questions and you will find the pain, you will find out why they sent in the request. If they are single, you will usually find that they are interested in protecting children or siblings.

Finding the Solution:

Finding a solution for their pain is the process of finding the proper policy that fits your client's needs and budget, whether that solution is a Term policy, Whole Life or Universal Life. The solution, in many cases, may not be what your client thought it was going to be because of their medical history. The more careful you are in this part of the process, the more people you are going to help and the more money you are going to make. Your job as a field underwriter is more than just asking if they have medical issues, its having your client bring all of their medications to you, so you can look them up to see exactly what the medications are used for. Find out if they have been diagnosed with a condition even if they are not being treated for it. Have they applied for a Life or Health insurance policy in the past 10 years, and if so, were you declined or were you offered a counter offer? If you are careful in this part of the process you will find that you can get 85% of your business placed. The solution may be a Whole Life policy rather than a Mortgage Term because of their health issues. If that is the case, then how you present it to your client will determine whether or not you will make a sale. Present the solution as a way to protect your spouse from losing the home because they cannot make the payment. Treat your client like they were your own mother or father.

Equis Cannot Motivate You

We are looking for motivated people; our system is designed for people with a dream. If you're not motivated, you are probably not the right person for what we do, whether that's full or part-time.

Take Ownership of Your Business

Take this seriously. It's your business so why would you work harder for somebody else than for your own business? You have a chance to build your own business with a duplicable template. Be coachable and teachable. Follow the road to success that has already been paved.

Create a Schedule Together

Whether you're full or part-time, set aside your dial time and appointment time on your schedule. Protect your dial and field time. Don't let personal things interfere. Think like a business owner. If you owned a restaurant, when would you be open? Do money making things (dialing and meeting with clients) during money making times. Study products and underwriting guides later in the evening and early in the morning. Run a minimum of 15 appointments per week.

Find Resources to Purchase Leads

Leads are your inventory. Without them, you are out of business. You need prospects. Call on family and friends, cold call or purchase leads to find those prospects. Starting the insurance business without prospects is like starting a restaurant without buying food or like starting a clothing store without clothes on the shelves for purchase. Full time agents would need to purchase 15-20 A Leads per week and work 35-40 hours between dial and field time. Part time agents would need to purchase 5-10 A Leads per week and work between 10-15 hours per week. If you are a part-time person in this business, you should be running 5 to 10 appointments a week. If you are full-time, you should be running 15 to 20 appointments every single week. Make sure you have the lead flow to be able to do that. Don't allow yourself any exceptions to this rule. Consistency is the key to success in this business, don't let anything get in your way. Don't allow any excuses when it comes to production. The numbers are the numbers. If you set a minimum of 15 appointments every single week, you cannot fail in this business.

Be a Professional

Don't be lazy when it comes to underwriting in the field and in writing the right policies. Become a student of the business and the underwriting process. If your placement and persistency rates are both above 80%, it's impossible not to make money with our system.

Be Resourceful

If you are a resourceful person, you will figure things out. Resourcefulness is a critical part of your success. You need to be ready and prepared if your lead flow slows down. You may need to travel or call a list of family and friends. Always have a list of referrals to serve as your backup plan. You are in the insurance business and you have a license. Always be ready for anything. I never left my success in somebody else's hands. I always had control and was prepared for any situation, whether it was lead flow, policies getting issued, etc. Create a list of referrals from your appointments that you can call on. Drive by the leads that you have been unable to contact. Winners find a way to win.

Create Lifetime Income

Reach out to family and friends to introduce our business. Make a goal to hire 3 to 5 people over the next 90 days and put yourself in a position of override. Overrides are your insurance against up and downs in this business. You have no idea within your sphere of influence who might be attracted to this business without presenting the opportunity to them. Overrides provide you with income and security for your family which will allow you to take a vacation and still receive income. By building an agency, you are also building a lifetime income stream for you and your family through overrides and renewals.

How to Handle the Lead

The way you think will determine your success in setting appointments. There is always a segment of our population either actively looking or actively thinking about purchasing life insurance to replace income or pay off a debt. The majority of life insurance agents find their prospects from cold calling and referrals looking for that group of people. We use the lead system to find those people and spend 90% of our time selling instead of prospecting. A Mortgage Protection or Final Expense lead is providing you an opportunity to contact a person who was at least thinking about a death benefit to protect their family. The lead is not guaranteeing that your prospect will buy.

Phone Call Mindset

How you think is the key to success and will determine your actions. Your actions will be positive or negative based on how you think. Perfect your phone voice and spend most of your time getting better at making phone calls. 80% of your time should be spent improving your phone skills, the other 20% should be spent improving product knowledge, etc. You are not calling them to check interest, you are calling to set an appointment. Focus on the fact that they sent in the request, they have already expressed an interest. Figure out where the leads are geographically. Put together a schedule that includes dial time and running time, whether you're full or part-time. Listen to the Equis podcasts and watch our training videos. The main thing is to get out and start running business. Learn as you go while you're in the field.

Determine a Budget

Leads are your life blood. If you don't have any money, you're going to have to buy B & C Leads. If you do have some money, buy A Leads or at least find an area that you can travel to that is within a six or seven-hour radius of your home or even further.

Be Prepared

Always be prepared. Don't allow a hiccup in leads stop you. Always be ready to run business whether it's talking to family and friends or operating off of a list of referrals. Put together a list of people that you know, family and friends, and tell them that part of your job is to learn how to read life insurance policies. If your family and friends are already buying life insurance policies, why shouldn't they buy it from you? Don't allow people or circumstances to control your income or business.