

Telesales General Life Script

1: First 90 Seconds

2: Figuring out their situation

3: Setting the expectation

4: Building the why

5: Finding the right amount of coverage

6: Leftover Monthly Income

7: Health and Eligibility

8: Before Presenting Numbers

9: Quote

10: Close

11: Secure the close

- **Important**
- Sound like the underwriter (monotoned, getting paid 20\$ an hour, detached and uninterested)
- Reduce sales pressure
- Pace and Tonality

INTRO - 90 Seconds

Hey (client name), this is (your name) calling about the life insurance request you sent in. How are you doing today?

I have your DOB listed here as _____. Is that correct? & I have your beneficiary here as ____ is that current?

I'm the medical underwriter assigned to your file and my job is super simple. I'm just the one that checks your eligibility, to see which carrier would be the best fit for you.

Now before we get started could you grab a pen & paper so I could offer you some of my credentials, just so you know you're speaking to a licensed professional?

My first name is _____ my last name is ____ & my Insurance license # is 19564197. (have them repeat the insurance license #) This is my work social security number to identify me within the state. They just require me by law to give you that information.. This way you know you're talking to a licensed and active professional here in the state of (state that they live in.)

Figuring out their Situation

-Creating the Problem

Now (name) what was your main concern when you sent in this request, Were you looking to cover your final expenses, leave some money behind, or was it something else?

Okay perfect, Just so you know what I do, I'm a broker here in the state, all that means is I have access to every insurance company in the country... I'm sure you've heard of a few of them like Mutual of Omaha, Aetna, or Transamerica.. right?

Building the Why

Record every response they give, use for ammo in the close.

Is this your first time looking or have you been searching around for a while?

IF SEARCHING AROUND: What have you found so far?

What stopped you from getting coverage in place before.. Is it the affordability, amount of coverage or just haven't thought about it?

IF HAVEN'T THOUGHT ABOUT IT: You might not have thought about getting coverage, but have you thought about what would happen to (beneficiary's name) if you were to pass away today and didn't have anything in place?

Why is getting this coverage in place more important to you now compared to the past.. have you had any recent medical issues or a loved one pass?

IF MEDICAL CONDITIONS: Oh, what happened?

IF LOVED ONE PASSED: Sympathize then ask: If you don't mind me asking, did they have any coverage in place?

Okay, I totally understand.

1. Now god forbid if you were to pass away today, the beneficiary responsible for picking up the pieces for you tomorrow is... (beneficiary's name) ..right?

2. Have you ever thought about whether you wanted to be buried or cremated?
3. Do you know how much that cost nowadays here in (state they live in, ex. Texas)
 - **Cremation:** depending on the Fanciness and elegance with the service, urn, and memorial is anywhere from 3-7k.
 - **Burial** is anywhere from 10-15k depending on the fanciness.
4. Do you or your (beneficiary's name) have any life insurance or money saved up to offset the cost?
 - a. **IF NOT:** I completely understand, I don't think anybody does nowadays.

Finding the Right Amount of Coverage

IF Cremation: The minimum amount of coverage I would recommend is seven thousand, that would cover all your basic expenses and relieve that burden. Everything above that would be considered a luxury and depends on affordability, does that make sense?

IF Burial: The minimum amount of coverage I would recommend is 12-15 thousand, that would cover all your basic expenses and relieve that burden. Everything above that would be considered a luxury and it depends on the affordability, does that make sense?

Leftover Monthly Income

1. Now are you currently working or retired
 - **Working:** Got it, what do you do for work?
 - **Retired:** Got it, I can't wait to say that one day! Are you on a fixed income?

If working: What do you do for work?
How much do you bring in per month? Just a rough ballpark

Retired or disabled: So I assume you collect a monthly benefit?
Okay perfect, and how much do you bring in every month?

Both: After all bills are paid, mortgage, light bill, and all the fun things you like to do... How much are you typically left with at the end of the month?

IMPORTANT IF ON FIXED INCOME: Now do you receive your *social security* or *disability* on the state's green direct express card or does it go direct deposit into a local credit union? Now, the reason we ask that is not every carrier in the state accepts that DEX card. Banking locally, just opens up your options to all the carriers here so that's good.

Health & Eligibility

Now I just need to ask you a few medical questions to see which company would be the best option for you.

1. Are you currently a smoker?
 - If smoker: Do you plan on quitting anytime soon over the next couple years? Absolutely, **Yes- AMERICO?**
2. Any heart problems? Heart attack, stroke, Congestive heart failure?
If yes: Are you currently on any blood thinners or heart medications?
 - **Blood thinners:** Plavix or warfarin?
 - **Heart Medications:** Nitrostat, nitroglycerin, eliquis?
3. Any cancer in the last 5 years? What kind and what stage? How long have you been in remission?
4. Are you diabetic? **If yes:**
 - Were you diagnosed before or after age 45?
 - Are you on metformin or insulin?
 - Do you take insulin daily?
5. Any neuropathy? **If yes:** are you taking gabapentin?
6. Any high blood pressure? **If yes:** are you taking lisinopril, metoprolol, or amlodipine?
7. Do you have any breathing complications like COPD or Asthma? **If yes:** Are you taking oxygen?
8. Do you take any medications for your mental health such as anxiety, depression or bipolar disorder? **If yes:** Are you taking prozac or seroquel?
9. Any Kidney or liver problems? **If yes:** to Kidney: Any kidney failure/disorder or dialysis?
10. Any hospitalizations in the last two years for 48 hours or more?

11. Then one last thing.. How tall are you and how much do you weigh?

Only for NEW Agents:

"I'm going to put you on a brief hold to review all the information and to pair you with the best carrier."

**Till you gain experience, text YOUR UPLINE the following...
(DOB, Height/Weight/Medical Conditions)**

Before Presenting Numbers:

Now I just want to explain the way this works.. it's not like going to your local grocery store...where you just see it, like it, buy it like a loaf of bread.

With this kind of thing we have to get approved for it, the carriers will look at what's called the medical information bureau, it's the MIB. It's a compilation of your medical records, hospitalizations, prescriptions over the last 5-7 years.

We can't make our final decision today because it's up to the carrier if they want to approve you. Which is why I asked for the medications.

Now as long as this is something that's affordable and takes care of (their why. For example: Burial and leave money behind).. Is there any reason why you wouldn't have this coverage in place?

You customize the entire plan, I'm just the one that guides you through the process and helps you send in the request for coverage.

Now grab your paper and pen. I need you to write down a few important benefits in regards to your plan.

1. Write down **Immediate coverage**: That means as soon as you make your first premium you're covered day 1, no 2 year wait period like most carriers!
2. Write down **Locked in**: Price never increases and coverage never decreases!
3. Write down **TAX-FREE**: The death benefit, living benefit, and cash value are one of the few things we don't have to pay Uncle Sam for!
4. Write down **Living benefit**: This one is important, IF you get a terminal illness, and the doctor tells you that you have 12-24 months to live you'll have access to 50% of the benefit tax free while you're still living!
5. Write down **Cash value**: Your policy will accumulate cash value over time.

6. Write down **Double Accidental PayOut**: If your cause of death is choking, drowning, slipping, falling, or pass in a car accident your coverage would double. That's just like an accidental; it's something included in your policy as well.
7. Write down **Permanent coverage**: This coverage will never expire on you..it is a whole life policy.

Quote

Based on what you've told me the system has built 3 packages of coverage and you can decide on which option makes the most sense but keep in mind I can adjust as you please. Because the goal here is to find the right amount of coverage, for the best price but at the end of the day it has to be affordable to you. Does that make sense? Can you write down for me **GOLD, SILVER, AND BRONZE**.

- The **GOLD option** is going to guarantee to cover the FULL COST of the funeral and leave some money behind for "**Beneficiaries Name**".. and that will be (Coverage Amount) for _____/month.
- The **SILVER option**, this is the option most people lean towards and that will cover the FULL COST + factor inflation in the future so "**Beneficiaries Name**" doesn't have to be burdened by any of the expenses whatsoever.. and that will be (Coverage Amount) for _____/month.
- The **BRONZE option** is going to be the least amount of coverage I would recommend to you and it is just a basic funeral expense package so that "**Beneficiaries Name**" won't have any out of pocket cost. That will be (Coverage Amount) for _____/month.

Golden Question: Out of the three options I gave you, which one of those would be most comfortable to you..? Or did you want to look up, down or apply for one of these?

Okay perfect, Is that comfortable for you? The reason why I ask, Sometimes we have a bigger heart than our budget and want to make sure you're in the best possible position financially, OK!

Start Application:

Perfect, now we'll send in a request for coverage. Keep in mind they don't approve everyone but I will do my best to get you the coverage.

I'll be confirming basic information, asking you some similar medical questions that I know the answers to already..but i'm just required to ask you for the carrier record by law, then we will be listing the beneficiary, and choosing the effective date of the policy.

First page of application:

Now, real quick. Are you familiar with the HIPAA laws? Okay, so they require me to go over these with you. They're the exact same as a doctor or a lawyer relationship. Everything said and done on this phone call is kept completely confidential and protected for your safety, does that make sense?

1. Confirm spelling of first/last name
2. Height/weight
3. Mailing address (house or apartment?!)
4. Phone number on file
5. Email on file
6. State you were born in?
7. City you were born in? *(not asked, we just line up the question like this...)*
8. You're a U.S. citizen, right? I'd answer that one for you but I don't like breaking the rules!
9. And to tie your medical records together, what's your social.

For Agent: Repeat It Back.

Social Security Objection:

Push Back #1: I completely understand, now the main reason they ask for that piece of information.. is that's how they can identify and know you're (client name) and most importantly that's the ONLY thing on your death certificate when you die for them to pay out your loved ones.

********TEXT Picture of Application********

Push Back #2: No worries, do you receive text messages to this phone? I can show you better than I can tell you for better transparency.. ([send pic of app](#)). Do you see the carrier name and your name? Does that all make sense now? Perfect, verify your social when you are ready.

Perfect... Now what they are gonna do is just validate your identity and make sure you're not a robot or anything... Obviously you're not, we are on the phone right now!

Process with application:

1. **Beneficiary:** And your beneficiary is...(name) right?

- Are they getting 100% of the share or is there anyone else?
- What is their DOB or age

2. **Choose effective date:**

- (client name) I know you want this to go into effect immediately like most families, but unfortunately it takes 24-48 hours from today to draft the first premium. Is that going to work for you
 - **IF broke:** Okay no problem, this carrier does allow you to choose when you start the policy, what day works best for you?

Banking:

Okay so now, (client name) we just need to list the payment method on file... Do you bank locally or do you use a bigger bank like Chase or Wells Fargo? Got it, you opened that up in (state that they live in.) right? Now, I'm gonna see if they're partnered in (carrier name's) system.

Google that bank/states routing. (Ex. Google: Chase bank routing number Texas.)

It looks like (bank) and (carrier name) are partnered, they tend to do a lot of business together and it's pulling up their routing number as (Ex. 12345678). Is that correct?

Do you have a checkbook to confirm that?

Do you get bank statements online or in the mail?

Do you have a mobile banking app?

After they confirm

Perfect. And what is the account number associated?

!!Always repeat the account info!!!

Bank objection:

Push Back #1: I completely understand, now quick question (Client's Name): have you ever given or received a check from anyone in your lifetime? Perfect, if you notice at the bottom of every check you'll see the bank's routing and account number because that information can't be used to buy something online or to withdraw any money.. Does that make sense?

Push back #2: Why do I have to give you that now?

I completely understand, so the reason is that we have to leave a form of payment on file so if they do approve you, they know that you can pay for it.

CHECKMATE:

That's okay if you can't find it. We can take down a debit or credit card. Go ahead and read that number off when you have it handy.

Secure the close:

So (client name), everything is fully submitted (or approved) at this point. A couple things to recap, the coverage we applied for was for XXX and the name of the insurance carrier is XXX. Also, this number we are talking on, this is my direct line, it's the same number my mom calls me on. Anything you ever need in regards to this coverage, I'm always the first person you can reach out to, I'm just a phone call or text away.

Lastly, this is important, I always contact the department of insurance in the state and let them know that you and I had completed the request and submitted an application. The reason I do that is because it should remove you from any kind of lists of solicitations about this coverage. No one will ever contact you about this coverage other than myself or the carrier. With the internet these days you will still probably get some calls but none will be anything in regard to what we did. So if they say they're the

area manager, it's incomplete, due for review.. It's from some telemarketer trying to pull a fast one on you. I know this coverage is important for you and I don't want to see some random person mess up the coverage for your family okay?

REFERRALS:

So (client name), one last thing I like to do to serve each family to the best of my ability is to be able to work within their family and friends. I genuinely value the time we took in protecting what's important to you. And most families, like yours, want to secure their loved ones as-well but might not know where to start you know. We currently have a referral program which is a \$50 referral fee or digital gift card of your choice for each person that gets approved for a policy and makes their first premium. Could you think of one or two people who'd benefit from a simple chat about their coverage options? It'd mean a lot to ensure they're not left unprotected.

***Pause* let them answer:**

For Agent- If they struggle, say: Any Family, siblings, kids, friends, old friends, church friends? Would you be responsible for any final arrangements? Most people just pull up their phone contacts and scroll through.

Referral Questions:

Working, Retired, Disabled?

How do you know that person?

Who do you think would be the beneficiary (Are they married and have kids) Who else?

One thing that can help me out is if you give them a heads up for me.

CLOSING LINE:

Perfect now, look out for that policy in the mail; typically it takes 7-12 business days. Also, I'll be sending you a text message so you can save my number! Also, my digital card will be in that text if you want to save it or send it around. Just make sure they mention my name! I appreciate you allowing me to serve you. Have a blessed rest of your day!

****Disposition as SOLD on RINGY****