**Outline for Final Expense Options**

1. **Introduction**
2. **Underwriting** (Reference Health Cheatsheet, Agent hotline, or Voxer/Groupme for imput, Determine 1st day Level, Graded, or Modified ROP product)
3. **Demo Slick/Whole Life Guarantees** (WL points on Brochure)
4. **Budget Range** (Explain $1,000 Guarantee/What would be something affordable for you on a monthly basis? $100, $150, $50, I’ll show you a little higher/lower)
5. **Quote 2-3 options**
6. **Guide Quote Preference Decision/Close Part 1**
7. **Underwriting Summary/Close Part 2**
8. **Beneficiary/Close Part 3:** Starting filling out the Application “If I could get you approved, who would you want that money to go to?” (if applicable, begin POS decision after close)
9. **[REPLACEMENT PIVOT PAGE]**
10. **Phone Appointment Setting Script**
11. **Door Knocking Approach**

**1. Introduction**

So Shirley, like I said, my name is Pedro and I’m with Cardinal Senior Benefit Services (show ID and nod your head), and we primarily work with folks that are either over the age of \_\_\_\_\_\_\_, on disability, or retired and receiving some sort of Social Security. And and we help them understand all their options for their final expense, funeral costs, and burial costs.

The only reason we got connected today was because YOU filled this form out and mailed it back in to us (point to they’re signature or FB Form), so I’ll go ahead refresh your memory a little.

The idea is: If we’re between 50 and 85, whenever we pass away, the government gives our family a very small death benefit, its only $255—which obviously isn’t enough to cover final expenses. With Final expenses, it just kinda depends on how much people want to spend but those costs can be in the thousands or over $10,000 if people want it to be.

And Shirley, sometimes if we don’t have something in place, our families end up paying out of pocket or passing the hat around to come up with the money

So it’s important to be informed on the State Regulated Life Insurance programs. These can pay up to $35K for our funeral and final expenses but our families don’t have to spend all of it on the funeral, whatever is left over is like our last GIFT to our family. Also, the payment is tax-free you’re not leaving anything to the government, it goes all to the family.

So when we sit down with people they are in one of a few situations:

1. Number 1, they **already have something in place** and they tell me \_Pedro, I already have some type of life insurance, I have a couple; I’ve had them since I was working. Or *Pedro,* I have a plot paid off, **Ijust want you to double check it for me** and make sure it’s going to be enough, that it’s not going to get more expensive on me. I don’t want there to be any surprises for my family.

I’ve also heard some crazy stories of people paying on something for 30 years and when they turn 75, it cancels on them and they don’t get any money back.

1. Or Number 2, they don’t have anything in place, but they don’t want they’re family to be stuck with a $10,000 bill
2. And Number 3, They’ve already paid everything off: they’ve paid off the house, the cars, they’ve already kicked the kids out, but they want to leave a little extra money for a loved one, maybe a grandkid or just leave a legacy.

But the main idea is, **even if they can only leave a little**, it’s that much less someone else isn’t having to pay out of pocket or come up with.

So I guess with you Shirley, do you have anything currently in place?

**IF YES: \*\*\*SEE REPLACEMENT PIVOT PAGE a 2-3 pages down\*\*\***

**IF NO**—

*“Shirley, What made you start thinking about this right now?”*

*“If you didn’t have something in place, who would most likely to have to take care of it?”*

*“How would a $10,000 bill affect them financially right NOW?”*

So I guess you don’t want to leave them having to pay everything out of pocket? I totally understand.

So Cardinal Senior Benefit Services, we aren’t the insurance company, but we have access to about 100 of them, **So we work with everyone**. What we do is evaluate your situation, your health in general and have a team of underwriters check all the companies in the country and make the best recommendation for whichever program you can qualify for.

So just a few questions for you:

Whats your DOB?

Approximate Height & Weight?

**2. Underwriting**

**Purpose:**\*\*\*Determine what type of program they qualify for:

Level (Full face amount death benefit from first payment)

Graded (30% of face amount death benefit from first payment, 70% Face Amount starting 13th month)

Modified (1st 2 years Return of Premium PLUS 10% for most carriers)

This determines your first point when you explain the “WHOLE LIFE GUARANTEES”\*\*\*

**PART 1:**

-“How’s your health in general, Pretty Good?”

-“In the Last 2 years, any heart attacks, strokes, stints? Anything where they opened you up for your heart?”

-“In the last 2 years, any Issues with your liver, Lungs, or kidneys?” **Any inhalers?**

-“Any Cancer treatment in the last 2 years?”

-“Have you been prescribed any oxygen tanks or HIV medications in the last 2 years?”

**Part 2: Diabetes/Insulin Can DEFINITELY still be 1st Day coverage, depends on when the Insulin STARTED—[If Insulin started after 30yrs old you can go with Royal Neighbors Level coverage]**

-“Do you take Gabapentin?”

-“Any diabetes?”

**If Yes to Diabetes:**

-“Is it Type 2 diabetes with the Metformin or Glipizide Pills? or Type 1 with Insulin? “

-“With the Insulin—Did you start using insulin before you were 30 years old?

-“Alright, well you should definitely qualify for something.”

**\*\*\*ALSO, Determine is they have a BANK ACCOUNT with Routing and Account Numbers or if they are going to be DIRECT EXPRESS (or card paying) prospects\*\*\***

“And Shirley, are you getting your social security or disability yet? Great, do you get yours on the 1st, the 3rd day or one of the Wednesdays? I gotcha, do you have them send that to your checking account at your bank? Or do you get yours on your little green, DIRECT EXPRESS CARD?” (If it’s a Direct Express Prospect, use Transamerica if its for 1st day Coverage)

**REFERENCE EFES HEALTH CHEATSHEET as a reference for health conditions and how it affects Level, Graded, or Modified coverage.**

**3. Demo Slick (Go through “WHOLE LIFE GUARANTEES” Slick/pdf)**

“Well, you qualify for 1st day coverage… (or a Graded/modified program)”

**4. Budget Range (Go Through $1,000 Guarantee)**

So Shirley, the most important piece of the puzzle is the budget. It has to be something comfortable, something you can maintain. 95% of the people we work with are on a fixed income, so the unique thing about this that you can make it whatever you want to make it on a monthly basis.

I mentioned earlier that we are in the unique position of having access to over 100 different companies, so we can see everyone. One thing we do to help out, is that we have this $1,000 Guarantee. It explains that if you ever find a final expense whole life policy with better benefits and value for the same premium, then we will pay up to $1,000 for whatever payments were made.

We’re really proud of this, if you can see down here, it says there is NO EXPIRATION DATE on this. We’ve never actually had someone come back and say they qualified for a better deal.

So Shirley, you don’t pay anything today and everyone picks their own payment, but I were to build you a program, what would be something affordable for you on a monthly basis? Are trying to keep it under $100, $150, $50/month. Whatever monthly amount you’re curious about, I’ll show you a little bit higher and little lower and then we can see if you could get approved.

**5. Quote 2-3 Options**

[Write out 2-3 monthly premiums and corresponding face amounts]

**6. Guide Quote Preference/CLOSE Part 1**

So Shirley, the best company for you is Royal Neighbors of America. If I can get someone improved with them, they are one of my favorite companies to work with.

So for you Shirley, $50/month, from the first payment, if something were to happen to you, it would pay your family $16,132.

And for $60/month, from the first payment, if something were to happen to you, it would pay your family $19,210.

I like I said Shirley, you don’t pay anything today, but If I could get you approved **which of these could probably fit your budget?**

**7. Underwriting Summary/CLOSE Part 2 (Pull up chosen carrier application and scan underwriting questions, making sure they are No’s to all major questions)**

Ok great, lets double check and make sure you qualify. (Skim through and re-ask 5 fairly extreme underwriting questions FROM the carrier application: No heart attacks in the last year, No liver disease, cancer treatment in the last year etc)

Ok, so you’re No to all of these, so you qualify.

**8. Beneficiary/CLOSE Part 2**

So Shirley, all they’re gonna do, is a quick prescription history check, to make sure that you’d be approved.

“If I could get you approved, **who would you want that money to go to?**”

(Start filling out the pdf application on your ipad OR paper app)

**How do you spell their name?** and that’s your son/daughter/spouse?

And Shirley, what state were you born in?

What’s your middle initial?

Your address …?

You’re phone # ?

Your date of birth?

**And your social?**

Let me go ahead and read this back to you…

Alrighty, I’ll just need **a few okie dokies right here…** **(Get insured signatures)**

And Shirley, like I said, we don’t collect any money, 99% of the folks we sit down with are on a fixed income and they just have it start the next time they get their social security, either on the 1st , the 3rd, or one of the Wednesdays. Which day do you get yours? OK, cool, all they do is send a bill to your bank and your bank automatically takes care of it for you.

**Which bank do you use**? Ok so all they will need is just your routing and account number. It’s the numbers at the bottom on the check or on your bank statement.

Do you have those memorized or do you just want to grab your checkbook real quick? Perfect, we’ve done business with them before so I can look them the routing number right here…

[Get payment information, summarize details and the leave behind]

**9. REPLACEMENT PIVOT PAGE**

**IF YES:**

PERFECT: So Cardinal Senior Benefit Services, we aren’t the insurance company, but we are partnered with about 100 of them. **So we work with everyone**, So Shirley, with your current policies, which one of our companies are you with:

-Lincoln Heritage (that dept. helps you make a final wishes list)

-Colonial Penn (did you see the ad on TV or fill out something you got in the mail?)

-AARP New York Life

-American National (that dept. has agents that stop by every month)

-Reliable (that dept. has agents that stop by every month)

(If they can’t remember, they may be able to see the name of the company drafting their payment off their bank statement).

Awesome, that’s a great company, they have several really good products. Do you know for sure if you have their:

-Graded

-Modified

-Universal or

-Flexibe premium product?

Well, with some of their products, the monthly payment is the same for a long time, but it updates and can increase later down the road. It’s important to know how it’ll perform for you over time and check in periodically for any updates you may qualify for.

I don’t mind helping you out, sometimes if people are in decent health they can qualify their family for more money (a bigger check) without any increase in their monthly payment---people are living longer nowadays.

(Assumptively)I have their number right here, we can just call and check real quick they’ll just ask basic info and they can look it up for you---DIAL. (OR-if they have the policy proceed to get the necessary info)

**[Script for gathering relevant info from the insured’s CURRENT POLICY]**

“Hi, I’m here with one of your policy-holders, Shirley Jackson, my name is Pedro Vega and I’m friend helping out, trying to help her get paperwork in order for the future. Shirley is the policy-holder and is present if you need to verify anything or confirm some of her information.

\*\*\*After necessary authorizations are exchanged\*\*\*

Key things to ask:

1. What Type of Life Insurance is it?
	1. For WHOLE LIFE
		1. What would the death benefit be if something were to pass from natural causes TODAY (not an accidental death)
		2. When was the policy start date?
		3. What is the current monthly premium
		4. Has it built any CASH VALUE? If so, as of today, how much?
		5. If readily available, Is there a REDUCED PAID UP value?
		6. Just so they can put it in their wallet, what’s the POLICY #?
		7. What’s the fax number if he wanted to send something in writing?
	2. For TERM LIFE
		1. What is the current Face Amount?
		2. What is the current Premium?
		3. For Future planning, when is the next monthly payment increase and how much will it be?
		4. Are there any other increases? (Keep asking until there aren’t any others)
		5. Does the policy have an expiration date and when is that?
	3. For UNIVERSAL LIFE
		1. So with these policies, Are those premiums ALWAYS going to be the same no matter what? Or CAN they change as she gets older?
		2. Is it building cash value NOW, or is part of their CASH VALUE being used towards their current COST OF INSURANCE?
		3. What happens if their COST OF INSURANCE far EXCEEDS their CURRENT monthly premium and there is NO CASH VALUE left? What happens at that point?

**10. Phone Appointment Setting Script**

Ring-Ring-Ring—Prospect—“Hello?

**DIRECT MAIL LEADS (USE THIS FIRST PARAGRAPH)**

Mary?, This is Pedro with the Senior Benefits Service and Family Care Division, I was calling because *YOU HAD MAILED US A CARD*  requesting information on the STATE REGULATED FINAL EXPENSE PROGRAMS that you’re eligible to receive…

**FACEBOOK LEADS (USE THIS AS FIRST PARAGRAPH)**

Mary?, This is Pedro with the Senior Benefits Service and Family Care Division, I was calling because *YOU HAD SUBMITTED A FORM TO OUR FACEBOOK PAGE*  requesting information on the STATE REGULATED FINAL EXPENSE PROGRAMS that you’re eligible to receive…on this form you put down your favorite hobby was \_\_\_\_\_\_\_\_, Does that ring a bell?

And Mary,

I’m the person in \_\_\_\_\_\_ who’s in charge of making sure you ACTUALLY GET THAT INFORMATION you asked for, THE WHOLE REASON I WAS calling was because I was gonna be in your neighborhood, ZIP CODE\_\_\_\_\_\_\_\_ on Wednesday, SEEING 11 PEOPLE, SO I JUST NEED TO SET ASIDE A MIN when I knew you’d be home, so that I could get this information out to you QUICKLY.

If I came by to try to and drop this off on Monday at about \_12pm\_ in the afternoon (morning), are you home or should I be coming by later in the day like 4 o’clock?

**AT 2 o clock? Ok, AND YOU LIVE AT 431 Winaduck ST, right? Alright, I will talk to you, THATS PERFECT,**

Once again, my name is Pedro Vega, I’m with Senior Benefits Service, and I will uh, talk to you at 2 o’clock on Monday, and just forgive me if I’m running a couple minutes late, I’m seeing a whole bunch of people and my schedule is kinda jam-packed, but I’ll be there as close to 2 as possible, you have a wonderful weekend.

**OBJECTIONS:**

“HI don’t want to come by (Almost any objection)”

**All we do is bring the card/form that you had sent it/submitted, get your information your eligible to receive, then its up to you to do what you’d like with it, it doesn’t take but a few minutes, I have an opening at 2 and 4pm, which would be faster for you?**

“how much is it?”

**There is no Cost to this information, this is about the card you sent us, YOU WROTE DOWN (Address): 123 street, is that right? Great, well I’ll pretty back to back tomorrow and I’ll only have about 4mins, if I stopped by about at 2pm would catch you home?**

“Its a bad week and I have huge dogs”

—connect, I love dogs no worries on that..

**Well, I’m gonna be in your neighborhood at about 11am on Monday, I REALLY ONLY NEED ABOUT 5 MINUTES to MAKE SURE YOU GET THIS, um, WOULD YOU BE HOME AT LIKE 11 on MONDAY So I can drop it off and get you off my list and get it taken care of?**

“yeah, who are you anyway?”

**I’m Pedro Vega with the Senior Benefit Service, I’m you’re Benefits Coordinator in McKinney, SO ARE YOU GONNA BE HOME IF I COME BY AT \_\_12pm\_\_?**

“I have an appt…”

**—WHAT TIME ARE YOUR APPTS? OK, you think you’ll be home if I came by at 2, would you be home by then or SHOULD I BE COMING BY AT 5?**

MARY 6-7 OBJECTIONS!!

“Yeah if you could mail it to me..” —or Any Objection

**Well, yeah I’m you’re representative for McKinney, I’m the Benfits Coordinator in \_\_rockwall, Collin, Dallas, Denton\_County AND MY JOB is to ACTUALLY MAKE SURE YOU GET THIS INFORMATION—back to script… AND THE REASON I WAS CALLING YOU…**

**was because I was gonna be in your neighborhood on Monday and was hoping I could just drop it off with you while I was close by IF YOU WERE GONNA BE HOME AT LIKE \_11-12\_\_**

“you can put it in the mailbox, maybe, sure”

**YEAH..(understanding tone)**

**Uh, I, I do need to make sure YOURE HOME, because I gotta make sure YOU CAN SIGN FOR IT, BUT AS LONG AS YOU’RE HOME, Um, I SHOULD BE PRETTY QUICK.**

**I completely understand that, I WONT BE THERE FOR VERY LONG, so you think you’ll be home at 11?**

“What’s this for?”

**Yeah this is for the FINAL EXPENSE PROGRAMS you REQUESTED INFORMATION ON, and YOU LIVE ON**

“Is this an insurance policy or what?”

**Well, so these are the STATE REGULATED FINAL EXPENSE PROGRAMS that you’re ELIGIBLE to RECIEVE, Umm and YOU LIVE ON…123 Buyers lane, right?**

“You guys call me all the time”

**I’m calling about FINAL EXPENSE PROGRAMS you REQUESTED INFORMATION ON, I’ve never contacted you before so I don’t know…**

**No, its Ok, it happens, I understand, people are getting telemarketed all the time its crazy….yeah No, Absolutely, SO ANYWAY…I’M YOUR REPRESENTATIVE IN MCKINNEY…**

Solidifying multiple objection appt:

**Just PUTTING YOU ON MY CALENDAR real quick, Alright so I got you in my Calendar, I’ll be by about 11, I’ll be seeing somebody right down the street from you right before that, so that will work out JUST FINE, and I’ll talk to you then.**

**Once again, my name is Pedro Vega, I’m with Senior Benefits Service, and I will uh, talk to you at 2 o’clock on Monday, and you have a wonderful weekend.**

**11. Door Knocking Approach**

Knock knock knock:

(I am standing profile, waiting for them to address me)

“I’m looking for a [Janice… Walker?] [Janice] my name is [Pedro Vega] with Senior Benefit Services,

You had, (step in and turn so they can see the lead/form) MAILED IN A FORM TO US requesting information on the state regulated programs, you uh put down that you were [67] years old, is that about right?

Great, well I’m sorry I’m talking so fast, they having me seeing about 15 people today so I only have a few minutes to get this information you requested, (break eye contact, wipe your feet, lean slightly forward and point behind them) DO YOU HAVE A PLACE WE CAN SIT DOWN?

**Objections**

*[I have something]---The Goal here is to try to create some doubt to create some urgency that its worth double checking*

No worries, Like I said, my name is Pedro Vega (show ID Badge) with Senior Benefit Services and we’re NOT an insurance company but we’re partnered with about 100 of them, my job is to confirm that your not overpaying or check to see if you qualify for more benefits without spending anything extra—this service DOESN’T COST ANYTHING.

Who are you currently with for final expense life insurance? (Memory jog) Are you with:

Lincoln Heritage

Colonial Penn

AARP- New Life

Globe Life..

Well.. Are you sick or are you currently taking treatment for Cancer? They have some great products but they’re usually for people that are pretty sick, YOU PUT DOWN THAT YOU WERE [67] RIGHT? DO YOU SMOKE? (I’ll begin to enter a few fields into the CSB qouter to show how much rates CAN VARY), Do you remember what the monthly payment is: $40, $50, $75? Do you remember which one of their products you have:

-Graded

-Modified

-Universal or

-Flexibe premium product?

Well, with some of their products, the monthly payment is the same for a long time, but it updates and can increase later down the road. It’s important to know how it’ll perform for you over time and check in periodically for any updates you may qualify for. “BUT LIKE I SAID, I’m seeing a bunch a people, so I only have a few mins, DO YOU HAVE A PLACE WE CAN SIT DOWN?

NO WORRIES, I don’t mind helping you out, sometimes if people are in decent health they can qualify their family for more money (a bigger check) without any increase in their monthly payment---people are living longer nowadays. But, it really doesn’t take very long, do you have a Doctor’s appoint in the next 10 mins? You don’t? Why don’t we take a sit over here real quick.