

IUL Presentation

For

Remote Video & Telesales

Appointments

10 step sales presentation (overview)

1. Introduction-booking the appointment/setting up one call close
2. Credibility - verification card/business card/verify my underwriter link
3. Discovery you die tomorrow who takes care of the home, who do you need to protect, if it's an IUL, do they need it for coverage or growing money?
4. The process-medical field underwriter asking a lot of medical questions and finance questions to make sure we match you up with the company and product that best fit you were health and financial goals. You can't buy you have to apply and we're going to submit an application based on what you want.
5. Financial inventory/health inventory. For AUL's and mortgage protection instead of asking for the budget I ask what they save every month so I can reverse engineer it.
6. Underwriting-for FEX use integrity, for IUL use Underwriting guides/cheat sheet
7. Present the three options that you drew up for their menu
8. Reaffirm and address concerns
9. Do the application
10. Submit business to (required) optional you can send a client gift or thank you card

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Step 1: Introduction- Booking the Appointment

1. Script

- a. Hello Mr./Ms. _____ (first name). How are you? (Pause)
- b. My name is _____. You requested IUL quotes, and listed your birthdate as ____/____/____, correct?
- c. As we both know, it is very important that we get this taken care of for you. I can set an appointment with you, or we can take a couple of minutes to take care of this right now. Can you grab a pen and paper?
 - i. **Appointment-** shoot for same day or next day appointment. Offer 2 times (ex. 9am or 1pm, etc) After they choose a time, add it to your calendar, move to step 2, then you're done until your appointment.
 - ii. **They're ready now-** move to step 2

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Step 2: Credibility- who you are

1. Mr./Ms. _____ (First Name) I'm going to give you my information to verify who I am. Can you receive texts on this number? Is it a smartphone, such as an iPhone or Android, so I can text you a link?
 - a. **Smartphone-** Text them your agent verification link (if they have a smartphone)
 - b. **Can receive texts, but NOT a smartphone-** text them a picture of your agent verification card/business card
 - c. **Can't receive texts-** Ask them to write down your name, phone number, & NPN

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Step 3: Discovery- Why they are looking for an IUL

1. Mr./Ms. _____ (First Name) most of my clients are looking for IULs for one of two reasons:
 - a. They protection focused, & want an IUL to get a large permanent death benefit that is usually cheaper than whole life.
 - Or
 - b. They growth focused, and want to use an IUL to grow as much risk free money as possible so they can be their own bank or have a tax free retirement. A general rule of thumb is you want to invest at least 10 times your age, & in a perfect world 5% to 10% of your income.
2. Which one is your goal?
 - a. Protection Focused= Americo Instant IUL or MoO IUL Express or F & G Everlast IUL
 - b. Growth Focused= F & G Pathsetter IUL

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Step 4: The Process- Next steps to get you approved

1. Mr./Ms. _____ (First Name), I'm a medical field underwriter with access to all the major companies in the state. As you know we don't buy insurance, we have to apply for it. So we need to go over a few questions to match you up with the company that best fits your health and financial goals, so we can submit the application based on what you want. So we will need to do the following:
 - a. Complete a basic client profile such as name, address, phone number, email, etc to verify your basic info
 - b. Ask a few lifestyle questions, do you skydive, race cars, etc. So we need to know, do you have an active driver's license?
 - c. We will need to ask a few health and prescription questions. For that we will need to pull your info from your MIB (Medical Information Bureau) Report, which requires your social. Do you know it or have your social security card handy?
 - d. Lastly, these companies have to pay to get your records, so they want to make sure of two things
 - i. To prevent fraud, they will want to know if you have an active account that is in your name & there isn't somebody else trying to take a policy out on you.
 - ii. You have intent to pay for the policy if we can get you approved. Do you only use an online bank such as Metabank, CashApp, or Chime, or do you use a traditional bank or credit union?

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Step 5: Personal & Financial- Put in their Integrity Profile

1. Mr./Ms. _____(First Name) I have a handful of financial questions, and a handful of health questions so that we can get you matched with the best option for you.
 - a. Let's start with the Basic Info (go to contact details on Integrity)
 - i. Correct Spelling of your legal first & last names, suffix etc
 - ii. Date of Birth
 - iii. Primary contact (phone or email)
 - iv. Email address
 - v. Phone number
 - vi. Address, city, state, zip, county

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Step 5 (continued): Personal & Financial Inventory- Put in their Integrity Profile

1. Mr./Ms. _____(First Name) Now let's move on to the Financial questions. This will help us make sure we're able to design the best options for you. (go to client notes at the bottom of the contact profile on Integrity)
 - i. Do you rent or own your home? Mortgage/Rent Amount: \$_____
 - ii. Total Monthly Household Income? (all sources) \$_____
 - iii. Total Monthly Expenses? \$_____
 - iv. How much money do you save each month? \$_____
 - v. Do you have anything else that acts like life insurance, such as anything that transfers upon your death such as mutual funds, brokerage accounts, IRAs, Annuities, etc?

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Step 5 (continued): Personal & Financial Inventory- Put in their Integrity Profile

1. *If they're protection focused*

- i. Most of my protection focused clients fall into one of two categories:
 - 1. They are either benefit focused, “I need \$100,000 of coverage” or they are budget focused, “I can’t spend more than \$100 per month”. Are you benefit focused or budget focused?
.....What’s that number? (meaning their coverage goal or budget)

2. *If they're growth focused*

- i. Most of my growth focused clients invest at least 10 times their age, & often times want to invest more, but we don’t want to disrupt our lifestyle.
 - 1. What is the **LEAST** amount of money you can comfortably invest into this policy each month?

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Step 6: Health Underwriting- Put info into their Integrity Profile

INTEGRITY | Contacts

JD John Doe
Location: NC | Age: 66

Overview **Health Profile** Policies Connect

Start a Quote

Let's go over some basic health info.

What is your height & weight?



Are you a tobacco user?



Who are your doctors (primary care physician & specialists)?



Let's add your pharmacy & prescriptions



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Step 6 (continued): Health Underwriting- Put info into their Integrity Profile

INTEGRITY® | Contacts

JD John Doe
Location: NC | Age: 66

Overview Health Profile Policies Connect

Start a Quote

Do you have COPD, Emphysema, or any lung issues?

Do you have any brain or nervous disorders, such as alzheimer's, dementia, etc?

Do you have liver issues, lupus, etc?

Do you have stomach or digestive issues?

Do you have kidney disease or any other kidney issues?

Do you have any heart or circulatory issues such as congestive heart failure, stents, pacemaker, AFIB, etc?

Do you have diabetes? Do you take insulin, & if so, how many units per day?

In the last 5 years, have you had any in patient hospital stays or surgeries?

Do you have any history of internal cancer or tumors, or metastatic cancer?

Do you have osteoporosis that causes fractures, amputations due to disease, or any skeletal, muscular, or connective tissue disorders?

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Step 7: Present options-Menu

1. **If they are PROTECTION FOCUSED**
 - a. Mr./Ms. _____(First Name) I have a few options for you to write down
 - b. Please write Gold, Silver, & Bronze and leave some space by each one for some more info
 - c. Beside gold write \$\$\$ of coverage, beside silver write \$\$ of coverage, beside bronze write \$ coverage
 - d. Beside the Gold \$\$\$ of coverage write \$\$\$ per month, beside the silver \$\$ of coverage write \$\$ per month, and basic the Bronze \$ of coverage write \$ per month
2. If we can get you approved today, then which one best fits your goals, Gold, Silver, or Bronze?

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Step 7: Present options-Illustration

1. ***If they are GROWTH FOCUSED***
 - a. Mr./Ms. _____(First Name) I have drawn an illustration for you. We are going to go over the features of this product such as:
 - i. The increasing face amount
 - ii. How you can never lose money
 - iii. What kind of growth you can expect year over year
 - iv. How you draw money from your IUL tax free to be your own bank, & have a tax free retirement
2. I am going to text you a link so I can share my screen (send a link for Google Meet, Zoom etc)
3. Once they are on the call, share your screen & go over the illustration

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Step 8: Reaffirm & Address Concerns

PROTECTION FOCUSED

If they are fully confident in their decision

1. Mr./Ms. _____ (First Name) the _____ (gold/silver/bronze) sounds like a great choice to meet your goals. I'm opening the application now, and it should only take a few minutes to complete. It usually takes a few days or more to get a decision, but in some rare cases we could know at the end of the application

If they are unsure address concerns

2. If it's the cost the suggest they drop down to silver or bronze etc
3. They don't want to give their info for the app (social, banking etc) then reaffirm the reasons why they need it, and if they want coverage then the company will need this info just like their car insurance company needed it.

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Step 8: Reaffirm & Address Concerns

GROWTH FOCUSED

If they are fully confident in their decision

1. Mr./Ms. _____ (First Name) the _____ (Product Name) sounds like a great choice to meet your goals. I'm opening the application now, and it should only take a few minutes to complete. It usually takes a few days or more to get a decision, and of course I'll keep you up to date throughout the process

If they are unsure address concerns

2. If it's the cost they suggest they drop down to the minimum they said they could invest, or switch to a protection focused IUL
3. They don't want to give their info for the app (social, banking etc) then reaffirm the reasons why they need it, and if they want coverage then the company will need this info just like their car insurance company needed it.

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Step 9: Application- Go to carrier site to do app

1. Mr./Ms. _____ (First Name) I'm already most of the way through the application. It should only be a few more minutes. Please make sure you have your driver's license, social, routing & account number handy.
2. App completed. Download it to save to their profile in Max, then do one of the following:
 - a. **Approved-** let them know they were approved and be on the lookout for that policy within the next 10 business days
 - b. **Sent to underwriting-** remind them it takes a few days or so to get a response, and you will stay in touch with them via text, emails, or calls to keep them updated. Reach out to let them know the results and get extra info if requested by carrier
 - c. **Declined-** remind them it takes a few days or so to get a response, and you will stay in touch with them via text, emails, or calls to keep them updated. Do research to see who you can get the approved with. Reach back out when you're ready.

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Step 10: Submit Business

1. Create and save their profile in Max
2. Submit their business in max, copy the confirmation code, and save in their max profile

****optional- send a thank you card, client gift, etc