

Final
Expense
Presentation

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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 some life insurance 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, 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 life insurance

1. Mr./Ms. _____ (First Name) most of the people I help are looking for final expense for one of two reasons:
 - a. They want enough coverage for their final arrangements only

Or

 - b. They want to cover their final arrangements & leave some money behind to help out their spouse, kids, or grandkids
2. Which one is your goal?
 - a. Final arrangements only (\$25k or less)= FEX
 - b. Final arrangements & Leave money behind=
 - i. \$40k or less & below average health= FEX
 - ii. \$25k-\$50k & average health/healthy = MoO IULE
 - iii. \$50k-\$450k & average health/healthy = Americo Instant 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
 - vii. Medicare, Medicaid, & LIS info not required for Life Insurance***

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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. Do you currently have any life insurance? Company _____ Coverage Amount \$ _____ Premium \$ _____
 - iv. Do you have long term or home health care (Life Insurance Living Benefits can help with LTC/HHC)? Company _____
 - 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?
 - vi. Who is your current Medicare company? (if they're on Medicare, usually 65 or older)

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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 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?

Do you have kidney disease or any other kidney issues?

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 three options-Menu

1. Mr./Ms. _____ (First Name), a lot of my clients fall into 1 of 2 categories. They are either
 - a. Benefit Focused- meaning you want \$15,000 or \$20,000 of coverage, etc., what's the cheapest coverage you qualify for based on your health
 - or
 - b. Budget Focused- meaning I can't spend more than \$100 a month \$150 a month whatever it may be, what's the most coverage I can get for that hundred dollars again based on my health and everything
2. So would you say your benefit focused or budget focused? Great, what's that number?
3. I have a few options for you to write down
 - a. Please write Gold, Silver, & Bronze and leave some space by each one for some more info
 - b. Beside gold write \$\$\$ of coverage, beside silver write \$\$ of coverage, beside bronze write \$ coverage
 - c. 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
4. If we can get you approved today, then which one best fits your goals, Gold, Silver, or Bronze?

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Step 8: Reaffirm & Address Concerns

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 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