

## **IN HOME SALES PROCESS: MTG AND FEX**

1. Walk up to the door.
2. Knock on the door proud and confidently. Always wave at the house after you have parked. This will ease nerves for both you and the family.
3. Once they answer say hello this is **NAME** i am here for our " *type of appt*" . Shoes on or off?
4. Once entering the house, build SMALL talk. Something you resonate with do not say it's a nice house when it is not a nice house.
5. Once inside, point to any room, up , down ,left or right and say kitchen table this way. - this takes control and you are now in control.
6. once at the kitchen table **ESTABLISH CREDIBILITY**. Take out the lead form and ask the " why" again. "Guys, I know we spoke briefly over the phone but what was your biggest concern and who are you looking to protect. ( become very assumptive) " I assume you're like most families who fill this request out. You want to make sure if god forbid something happens, your final expenses are taken care of ? (FEX APPT)
7. I assume you're like most families who fill this request out. You want to make sure if god forbid something happens, your That your mortgage is taken care of in the event of sickness or death. ( mtg appt).
8. If its an internet lead refer to notes while booking an appointment to see what is the why- whether its for burial or general life insurance.
9. After the client answers the surface why, take out the state license and say " now the state of MA requires me to keep this out at all times for legality purposes. This way you know you're dealing with a licensed and active professional.
10. Hand client carrier sheet ( logo sheet) and Go into **ROLE AND PURPOSE**.
11. \*\*\* MESSAGE UPLINE FOR **ROLE AND PURPOSE**\*\*\*
12. after role and purpose enter financial inventory.

### **Financial inventory-**

1. Build rapport by asking questions.
2. Go step by step through inventory. Use credibility sheet on fflsolidity.com
3. how much is the rent/mortgage, if mortgage appt ask mortgage questions, interest rate, years left, mtg payment amount , amount of equity. ( how much the house is worth - how much it can be sold for = equity, ) always congratulate having equity.

If FEX or MTG ask the power questions after you collect the information from the top of the sheet.

Now ask clients the **Power questions**.

1. Bob god forbid you were to die yesterday as i do not want to speak anything into the future. Look at Mary and ask Mary what does it look like for you today?? (LET MARY TALK, don't be afraid to tell bob he can't speak, he died yesterday!! They find this funny!

2. **IF MARY NEEDS TO BE GUIDED USE THE QUESTIONS BELOW**
3. **How do you handle the bills, handle the rent/mortgage, but most importantly how do you avoid the financial burden of losing your spouse's income AND having to bury him?**
4. **The Mortgage payments are built on both of your incomes and so is your bills and lifestyle.**
5. **Without each other is it fair to say it will be a burden? Same concept for a burial or FEX APPT.**
6. **Is it fair to say** that it is a burden losing his income? Example - You make 1,200 he makes 2,800. that's 4k together, if bob passes away, your 4k goes down to 1200. How do you avoid this financial discrepancy and bury bob? Is it fair to say it will be a burden? **(this should be asked before going over income)**
7. **Look at Bob and ask the same question. Evoke emotion and explain that you are there to protect the family and help avoid this burden.**

Most families will say “ *well isn't that why you are here*”. Or “ *we don't know what to do.*” Find the problem; loss of income , cannot maintain the same lifestyle, most importantly unable to begin the first step of putting a family member to rest. Aka burial/ cremation.

#### **Amplify the problem, present the solution.**

Once Bob and Mary say well we don't know what we would do. Say “now I know why im here” planting seeds. Move on to the golden question.

What do you have that acts as life insurance or can help offset the cost of burial. Most families will say savings, 401k , work insurance.

**401k- a group** of stocks owned by an employer. Goes through probate. Is taxed. Not a form of life insurance. Takes months to years to be released to the beneficiary. Designed for retirement not death.

**Work insurance**- only good while you are working. Taxable income towards family. Does not follow you. If you get laid off, sick, reduced hours, fired, quit, but most importantly get laid off it will not follow you. Most families have found it more efficient to own something private and independent to make sure when that day comes your family is always protected.

**Savings**- probate, was designed for retirement, or to leverage the legacy of the family. Harming future generations by using savings. Will not be available upon death as it will go into the estate and probate. Taxable income. **MONTHLY PAYMENT IS BETTER THAN A LUMP SUM**

If Client has 10k in savings. That They are saving for burial expenses.

Explain that allocating a percent of the savings to a policy that guarantees 20-40k at any point in time tax free via insurance is more effective.

i.e 40,000 americo policy 150\$ a month 1,800\$ a year.

-10 years of saving 150\$ a month is 18k in savings,

-20 years 36k in savings.

**-Client must save 150\$ for 20 years to have 36,000\$ of taxable income with the bank. Compared to paying 150\$ a month via insurance for 40k tax free. - life insurance.**

**If the client dies year 10 they paid 18k for 40k TAX FREE: 40k is more than 18k. Diversifying income and PROTECTING THEIR FEX. Allocating the 150\$ to Insurance is better than money in the bank.**

**Once it is clear that they do not have anything that can act as life insurance begin to ask questions such as :**

-Ask who will be the beneficiary on the policy submitted today. ( being very assumptive) names , ages, dob. Ask about wills, trusts etc.

**THE ONE THAT ASKS THE MOST QUESTIONS WINS. Dr patient mindset. If the client asks you for 100k for a funeral you explain why that doesn't make sense and you are there for their needs and budget. Funeral 10k 15k 20k cremation 7k ,10k,12k. Have DR PATIENT mindset. Do not let clients tell you what they need. They can say I want burial or cremation but you determine the face amount/benefit amount !!! Never do a term for FEX!!! It does not make sense.**

**END in the middle of inventory.**

-Ask occupation

-ask monthly income after taxes. I.E; SSI, SSDI, pensions etc. break down that SSI does not transfer.

- explain that assets and property go through a " transfer of assets" ( TOA)

- husband and wife will only keep the highest of the two SS examples, wife is 1k, the husband 2k wife will get the 2k when he dies, not both.

-Most pensions do not roll to the spouse if the max option was selected.

-Point out that working income dies with the person who dies. Example above

- all of this will take time between 6 months up to 5 years. Every family needs and immediate form of payment for financial relief to support the FEX Or MTG.

**Last part before pitch-**

Start asking health questions. Segway into health by saying. Now most importantly this process is not like a grocery store where you can like it and just buy it, you need to qualify for the programs.

Please go and grab all medication prescribed. Do not begin until they give you a list or the bottles.

1. Ask about each medication
2. why they were prescribed
3. when was the initial diagnosis
4. any heart attacks, strokes, cancers
5. disabilities
6. Have they ever been declined insurance in the past
7. how often do they go to the doctor
8. check ups ?
9. any abnormal blood testing.
10. Copd
11. READ CONDITIONS LISTED.

Once health is collected and you think you know which route you want to go.

Say. *“Now Bob and Mary, what is your preference? Cremation or burial. Once they tell you to say ok, I’m going to give my senior underwriter a call so we know exactly which route to go.”*

**flip inventory over and CALL UP LINE THEN GO INTO PITCH.**

**Always show three options , break down the benefits. Example: doubles for accident, terminal illness, living benefits, income replacement, level , immediate, tax free, passes on to beneficiary of choice, and avoids probate and court.**

Once upline gives instructions go into quoting tool and quote what was recommended

Now after three options are given, say, now we can’t get you approved today. However, assuming we could choose which one of these programs fits your needs and budget best for your burial/ MTG protection program.

Once the client picks, say go grab your DL and a voided check.

**FINAL STEP**

**BEGIN APPLICATION.** If denied pivot to next best carrier. **DO NOT STOP UNTIL THEY ARE APPROVED.** Explain that the policies are immediate so their payment is immediate also. Refer to videos on YT for more elaboration .