

VIRTUAL APPOINTMENT OUTLINE

Step 1 - Verify Credentials & Establish Credibility

Step 2 - Transition with Rapport and Sales Tools

Step 3 - Need Analysis

Step 4 - Run Quotes and Present to Client

Step 5 - Close and Submit Application

The following Sales Tools from Step 7 on Theodore Website should be used on Virtual Meetings: *Value of Mortgage Protection & Living Benefits, Carrier Logos, Pricing Sheets*

Step 1 – Verify Credentials & Establish Credibility

- Send email or text with your credentials (agent credentials website recommended) • Get them on camera (Whereby.com website link)

Step 2 – Transition with Rapport and Sales Tools

- Explain why banks no longer offer mortgage protection (*refer to scripts on next page*) • My job is three things (*refer to scripts on next page*)
- Rapport – Family, Occupation, Recreation and Dreams
- Show the lead sheet in the camera
- Review the “Value of Mortgage Protection & Living Benefits” and “Carrier Logos” Sales Tools in Step 7 on the Theodore website
 - You can share these documents using a screen share during your virtual appointment
 - Refer to scripts on next page

Step 3 – Needs Analysis

- Complete Needs Analysis document (watch the training video in Step 7 on Theodore Website) • Text Needs Analysis to your manager who will text back a product to quote

Step 4 - Quotes and Present to Client

- Run quotes for one product and complete the Pricing Sheet
- Review Living Benefits as listed on Pricing Sheet (Term & UL or Whole Life)

Step 5 - Close and Submit Application

- Close the sale: “Which of these 3 options works best” or “Which of these 3 options works best to protect the equity”
- Complete the e-application (agents must complete with client on phone)

Everything you say on your appointments is accomplishing one of the following: • Build value above the price (value is created with Living Benefits and/or protecting the equity) • Create pain (income analysis on Needs Analysis) • Prevent objections (use the New Kind of Life Insurance and Carrier Logos) • Assume the sale

VIRTUAL APPOINTMENT OUTLINE – Scripts for key parts of the presentation

1. Explain why banks no longer offer mortgage protection:

So we send out the letters because the banks no longer offer mortgage protection through group policies. The problem with the bank policies was that if your loan gets resold back to the government or another bank, the group policy would be canceled. Also, most of the bank policies were called “credit life” and only paid out if you died from an accidental death. So today, the coverage is offered directly through the insurance companies which means you own and control the coverage, so the bank can’t cancel it on you.

2. My Job is 3 Things:

- a. Understand your situation a bit and where the hardship would be if something happened to one of you
- b. Determine which companies and plans we can get you approved with
- c. Give you a few options to see what works best and help you make a decision

3. Value of Mortgage Protection & Living Benefits

- a. The main purpose of this document is to find out their WHY using the “5 WHYS” listed on top of this document
- b. Script 5 WHYS (top of document):

So I want to go over this document that says, “What Does Mortgage Protection do for you and your home? There are 5 Whys at the top here. The first one is to protect the family. So we want to make sure that the family stays in the home if somebody gets sick or passes away, that way we can help with mortgage payments. The other thing is protecting equity. So how much equity do you have in your house? How much do you think you'll have in 5 years? We want to make sure that we protect the equity. So mortgage protection doesn't mean mortgage payoff. The other thing is protect your income, which not everybody qualifies for which is some form of living benefits. So we'll get into that once we fill out the needs analysis. Not everybody can qualify for that. The other thing is protecting and growing your wealth, so typically, what happens when somebody passes away or gets sick is the income goes down and the expenses go up, so we want to make sure we protect your wealth. Then the last thing is keeping the family in the home after somebody dies, so let's just say God forbid you pass away tomorrow. What's the plan? (After you ask about the plan, ask them about 5 Whys) Out of these 5 WHYS here at the top, what is the most important one to you?
- c. Script for No Medical Exam (bottom of document):

At the bottom, it says “No Medical Exam.” What we're going to do today is going to find out what prescriptions you're currently taking and what you have taken in the past. They're also going to check the MIB which stands for medical information bureau and then they're going to check my field underwriting. If all of that matches: the prescription history, the MIB and the field underwriting report that we put on the application today, then we should find out if you get approved and have coverage for your family within 24 to 48 hours. With some of our carriers, we can find out if you're approved before we get off the phone call today.

4. Carrier Logos

This document shows most of the carriers we work with and the benefit of your having access to many carriers is that we can get you covered regardless of pre-existing and once I determine which companies and products you qualify for, I can shop it around and compare pricing with all the companies to make sure you are getting the best price and the most value.