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Section 2: EMOTION

YOUR WHY

(Answer this question: Why is insurance important to you?)  
*(End with)* “So let me ask you a couple of quick questions. First, why are you looking into this sort of protection? And number two, provided you qualified for something what are you hoping it can do for you?”

*(If Client avoids the question, and gives a lame answer, acknowledge the answer and say)*   
“but in all seriousness why are you looking into it and what do you want this protection to do for you if we can find you something?”

THEIR WHY

*(After they have given their Why, summarize it as a question, for example:)* So, I want to make sure we’re on the same page and I’m understanding what you’re saying… It sounds like your goal is to make sure that your family always has a roof over their head. Is that kind of what you're thinking? *(i.e. get a micro-commitment and tie it down)*.

Okay. And then <spouse> I always have to ask this question. It's kind of a hard question, but it really gets to heart of how we can help the most. If something were to happen to <you/your spouse> next week…. could be this crazy virus, right?…. we’ve got to include that, heart attack, stroke, you’re in the wrong place at the wrong time and get shot or in an accident, you get food poisoning, you fall off the roof. In other words, there's more things today that can get people than ever before.

If that, God forbid, were to happen, (to either of you), how does your life look without <spouse’s> income?

If you don't mind me asking, what are your thoughts in terms of what it would look like. Do you think you could stay in the house? Would you have to move? Talk to me about what you think that would look like.

*(Help client clarify their Why by asking a few “why” questions, like “Why is that important to you?*”)

*(Recap their Why before moving on. Use their words. Confirm the solution they are looking for in the form of a question (i.e. get a micro-commitment))*.

If you don’t have a good Why from the client, 911 before showing plans.

VERIFY MEDS

Now before we can do any type of application we need to verify the medical side to confirm which carriers you would qualify with. So just really quick, you've got the ……

If the medical conditions have changed from the booking call, 911 before showing plans.

FACT FINDING

* Most people know there’s a check list of life planning things we need to get done so we can pass our legacy on to those we love. Yet over 55% of Americans die without a will. And then the State has to decide things, and on average it takes 6 months to 2 years to get an estate finalized.
* And while just about everyone agrees they need an end of life plan; most people don’t realize what the costliest mistake is when planning for the end of our life. Any ideas what that is? (let them answer).
* *(Lean in and lower your voice)*   
  It’s actually….. procrastination. *(let them bake 3-sec) (slow way down)*   
  It’s knowing you need to get something done, and not doing it.

*(Use One Example From Below)*

***Ex* 1 *(Family with younger kids).*** Like somebody knows they need to get a will done <name>, and they put it off… and all the reasons are all good, like maybe they’re busy with tax time…. then they want to wait till the summer… and then boom…. now there’s a car wreck… now they can’t do their will anymore. And now the Trustee and Guardian of their kids is decided by the State instead of who they wanted.   
   
***Ex* 2. *(Couple/Single entering retirement)* It’s** kind of like the guy getting ready for retirement and the market has been going straight up for 10 years he keeps thinking of reallocating to some more conservative stuff, and this month he says he’ll do it next month, and next month and the next month, and then… BOOM the market took the elevator down 35% and it’s too late.

*(Then Go To This Next Line)*

* There are little mistakes in life, and there’s big mistakes. A little mistake is having a will for 30 years and not needing it. A big mistake is not having a will….. and needing it.
* So, I work with people to help find out what’s important, and then help them get the important things done.
* (*And then wait, let them bake for 2-3 sec, and say)* “Does that make sense?”

OK I have a few questions to see what the situation would be, and bills would be left if (either of) you didn’t come home last month

*GET THE EQUITY NUMBER*

*(Start your fact finding by discovering the amount of equity they have in the home. This is a critical step for any Equity Protection plan during the Critical Period).*

So, your mortgage is about $XXX,000 right? And let me ask you, if you had the time to prep the home and put it on the market tomorrow and didn’t have to take a low ball offer, you were patient and got the full value, what would it sell for?

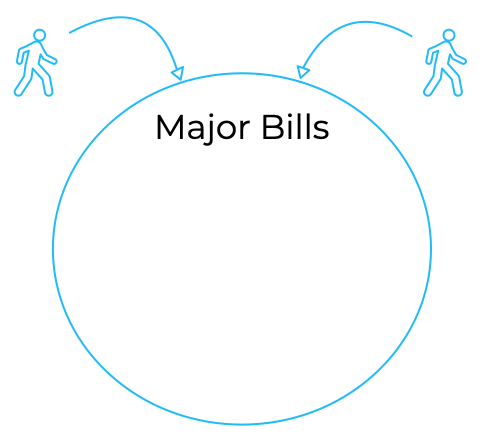
And that’s today. 10 years from now, it’s thousands more, 15 or 20 years from now it can be hundreds of thousands more. As time goes by, what you owe goes down, and what it’s worth goes up. This EQUITY often is the biggest part of the legacy left for a family. Does that make sense?

The # 1 job for Mortgage Protection is to make sure *that* equity stays with the family and never walks out your front door, right? That’s your family’s money, part of your nest egg, it should never go to the bank or to a low ball investor buying your home as a distressed sale, right? So, we need to make sure we protect that today.

STICK MAN: UNCOVER THE PROBLEM

*(Explain to them what to do step by step through this exercise, and write down their answers and have them ready when you 911)*

Hey, grab a paper and a pen if you would? (wait for them to get it) and just draw a circle, like the size of a baseball, in the middle of the paper if you would <name>.

And then really quick, don’t spend a lot of time thinking about it, just write down the biggest expenses in your household in the circle. Like your mortgage, car, groceries, utilities, school stuff, insurance, credit cards, all those things, and then at the bottom of your circle on the inside, just write down about how much it takes to run the house. You know, and don’t be super conservative, just write down a good number there; that you know for sure would work.

And then on the top left of the circle, just outside of it, draw a little stick man for me. And then up on the right of the circle draw a little stick woman.

Now if something happened to you first <name>, okay, how much money would stop coming into the house from your side every month? Okay. And what about you <spouse name> how much money would stop coming in if something happened to you?

So, go ahead and draw a little arrow into the circle from you <name> and put a dollar sign next to it. Alright, put (number <name> gave) a month. And then on <spouse name’s> draw a little arrow and put (number <spouse name> gave) a month.

*(Stop right here and tell a little story).*

Hey, I’m just going to stop really quick and tell a quick story about what’s going on. A good friend of mine named Bob. He’s 45 years old and he’s an extreme mountain biker. So, all the crazy stuff in the hills, just a really fit guy, he’s 210 lbs., doesn’t smoke doesn’t drink has 5 kids, owns his own funeral home, just an amazing guy, a good friend of mine.

Last fall wasn’t feeling the greatest, went to the doc and found out he had colon cancer, and he’s been going through treatments, he’s dropped all the way down to 164 pounds. And it’s really changed his life. Uhm now luckily, lately, he’s getting better.

But, if that situation were to happen to you <name> where you’re sick, you become sick, or you get injured, or god forbid you get knocked out of the game, and that income stops coming into the circle. So, let’s cross you out for just a second. Go ahead and take your pen and cross you out for just a second. OK so now this question is actually for <spouse name>. <Spouse name> if <name> was knocked out of the picture here and that money is not coming into the house. What specific challenge would you have?

<spouse name> do you think you'd want to stay in the house, or do you think that you might sell and move on? I know that's a hard question, but what are your thoughts right now on that? *(Wait for answer. Do not speak)*

Mmmm. <Name>? What is your specific plan? *(Don’t have one)*. Wow. <Name>, this is what we do. This is where we help people get a plan and help them make sure this doesn’t happen. OK?

Here’s what I’d like to do with you. I’d like to go through some options, alright? I’d like to get a plan in place, and we’re going to go through some options and we’re going to make sure this plan is in place so that if something does happen to you that <spouse name> and (name off the children one at a time by name) are ok.

Does that make sense? So just to make sure we’re on the same page, do you think having a policy like this would leave your family in a better place for when your time comes? *(get a micro-commitment)*