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Martin Agency R.E.A.L. TELESALES PRESENTATION

Section 1: RAPPORT/ROLE & PURPOSE

RAPPORT

Agent builds Rapport for a few minutes in a telesales presentation - try to connect with them and find commonality

- Possible topics: Maybe compliment them on connecting if appropriate - New home or refinance? How long in the area? Moved in from elsewhere? - How are you managing COVID? - Occupation; how did you get started in that? - Family; any family nearby?

TRANSITION TO PRESENTATION

So, let me start off by, I always show people this. (Share screen) *Here’s my insurance license….driver’s license and business card…picture of your family… all this makes you legit.*

(Let me show you, this is what you folks mailed it… show the lead… ) I’ll ask a number of questions today to find out what’s important to you so I can recommend your best options, and by the end of the meeting we’ll have a roadmap, that you yourself would create, if you had my background and experience.

I’m not the insurance company, I can’t sell you a policy and you can’t buy insurance from me. I’m licensed by the state to send in an application to the insurance company, and they are the ones who decide if you qualify for the mortgage protection. Does that make sense? *(Pause, get a response from both if applicable)*

WHAT IS MORTGAGE PROTECTION?

OK, <Name of client>, real quick let me explain what mortgage protection is:

* You probably already know, but it is a life insurance policy people take out to pay off the mortgage when they pass away.
* Now, this is not the old kind of mortgage protection. Meaning that your lender will not be your beneficiary. So, who would your beneficiary be <name>? (Write this down) So <beneficiary> will receive the benefit. One of the other major differences is that this is not a decreasing term. In other words, if something happens to you tomorrow or 10 years from now, your death benefit will remain the same. This policy is also portable, so if you refinance or move, you can take this mortgage protection with you.
* Now, some people do a full payout if that's in the cards. Some do a half. A lot of people just do a little bit, just a little bit to help their family with the transition to the next step, okay? It really depends on two things. First, it depends on budget; everyone’s got a budget. And second it depends on what you qualify for in terms of age and health, make sense? (*wait for response - they need to be engaged - keep them accountable to your questions early and that will carry throughout your presentation)*
* Now, it's important to know most of the people already have life insurance. It's real common. Some have it through work, some have their own policy, some have 401K money, maybe a rich uncle. I'm still waiting on mine (laugh). Some have money in the bank. In other words, we all work to build up a nest egg, right?
* That’s why people get mortgage protection separately. They don't want their family to have to use the nest egg money to pay for the mortgage, they want that nest egg to go to the family, and they want the insurance company to pay off the mortgage debt. Does that make sense?

ROLE & PURPOSE

So that's all it is. It's just another way people use life insurance nowadays. As a broker, I have access to all the top rated companies that offer this coverage and I’ve done the research for you. My job is to find you the best coverage you qualify for and at the best price. So, there are 4 things we’ll do today;

1. I’m going to verify your health information. Some carriers are super picky about prescription and issues, others are not. So, I need to know the details, because when they do their underwriting they will see any prescriptions you’ve filled.
2. Then I have a few quick questions to understand how you’re set up at home from a risk point of view so I can make the best recommendation for you.
3. And when we find the option that best suits your needs and your budget and that I think you have the best chance of getting approved
4. I’ll help you put in an application today.

* Now keep in mind applications need to be approved before you get the coverage; and I have zero control over that.
* And once we get an approval you have 30 days to make a policy change, so you have plenty of time to fine tune the protection if you want to.

So, we put in an application today and then you wait.

* It takes about three to five days, sometimes more, to see if you can even get approved.
* You don't have to give blood, you don't have to turn your head and cough, you don't have to get an EKG or go to a doctor in other words.
* But they will look at your health details for sure
* So, if there are any questions or uncertainties, I have a team of National Underwriters on standby that can jump in to help us make sure we get you the very best coverage at the best rates today, OK?

So, we work together, and today is just the first step of a process I take people through who want to get the protection, okay?

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?

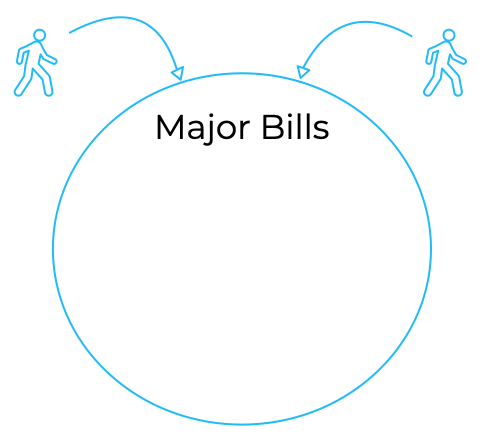
And that’s today. 10 years from now, it’s thousands more, 15 or 20 years from now it can be hundreds of thousands more. As time goes by, what you owe goes down, and what it’s worth goes up. This EQUITY often is the biggest part of the legacy left for a family. Does that make sense?

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)*

Section 3: ASSUMPTION

PRE-EMPT “THINK ABOUT IT”

Based on what you just shared with me, I’m going to show you the same options I would recommend if you were my (pick a family member). If these numbers are more than you want to spend, please let me know. Sometimes homeowners will beat around the bush and say things like “I need to think about it, sleep on it, pray about it etc.” I’ve been doing this long enough to know what that means. It means the price isn’t right. So, if what I’m showing you doesn’t fit the budget, please tell me. These are just some of the options and we will definitely find you something that fits comfortably inside of your budget, OK?

How it works, when you put in an application, one of four things can happen.

1. We put it in, and they issue it as applied for, which is what we're trying for.
2. They can also say "Yeah, we'll take <name>, but we found a couple things in the underwriting so we're going to charge more money, or we’ll have to offer a different product which stops everything"
3. Once in a while, they'll actually bump the price down. It doesn't happen a lot, but it can happen if you're super healthy.
4. And lastly they can say “thanks, but no thanks, too risky, we're not doing it, we're declining it”. And so that's what we're obviously trying to avoid.

So, we send in the application today to the underwriter to see if we can get you approved. If they approve you, remember we have 30 days to make a policy change, so you have plenty of time to fine tune the protection, OK?

SECTION 4: LOCKING DOWN THE SALE

*PRESENTING PLANS*

*(Explain the different types of mortgage protection.)*

*(Remember that affordability is often about 10% of the monthly mortgage payment)*

*(At this point in the presentation you have a good idea which road you are taking them down: Full/Partial or Critical Period)*  
  
There’s three ways to do Mortgage Protection:

1. FULL AMOUNT -   
   If you were my (kids/brother/sister/parents) I would recommend …  
   *(Explain full payoff, Living Benefits and ROP as applicable and appropriate)*.  
     
   *(If going Critical Period):*   
   Full coverage is generally the most expensive and hardest to qualify for. 95% of the time I can find something more affordable for my clients over 65 years old*.*
2. PARTIAL PAYOFF –  
   (As we discussed earlier) this is great for families that have two people bringing in an income. Let’s say one person God forbid can’t work or passes away, it’s always helpful to have half the mortgage paid down so its affordable for one person.  
     
   *(If going Critical Period):*   
   This one can be expensive and hard to qualify for anyone over 65.
3. CRITICAL PERIOD/EQUITY PROTECTION   
   As a broker, keep in mind, my job is to get you coverage that you will qualify for, not get you declined. With Mortgage Protection, there are really three options. The first two I just mentioned are “Mortgage Pay Off plans” which are super hard to get and really expensive. This third option is actually my most popular and most affordable!   
     
   It’s called Critical Period Coverage because it covered the most critical period of time after the loss of a spouse or loved one when the family is at most risk of losing the home. Let me explain.   
     
   *(Start with talking to the person who would be in the most trouble if something happened to the breadwinner)* If something were to happen to you tomorrow, does the bank come to <beneficiary name> and ask for the full $150,000 you owe? ….  
   No, they just want your next $800 mortgage payment. People go into foreclosure not because the bank wants the payoff, but because the bank wants the payment. It would be nice if the bank would call you up and say “We’re so sorry for your loss and were going to waive your payments for the next 6 months to a year” but they don’t do that, do they? Wouldn’t it be great if they did? *(nod your head up and down when you say this)*  
     
   What this policy is going to do for you is buy you some time. Most importantly, time to grieve properly. The last thing we want is for <beneficiary> to be at your funeral worried about the next mortgage payment.  
     
   This will also give you time to make a plan if you need to sell or refinance. Let’s face it, houses may not always fly off the market right? Would you rather get what the house is worth or have to settle and get what’s offered for it?  
     
   Finally, this policy allows you to protect the equity that you’ve worked so hard to create in this home. You see, if you have equity, that equity can become the benefit for <beneficiary> or the legacy for your family . Many times the equity in the home can be the biggest asset a family has!

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Show Options

If the Why isn’t solid, or if the medical conditions have changed from the booking call, 911 before showing plans!

*(have options prepared that are anchored by the 10% rule. Have an option above 10%, at 10%, and below 10% of the monthly mortgage payment)*

Ask which one fits comfortably inside of budget. Then tell them you’re going to put in their application and share your screen and ask them to get their driver license. Electronic Application Underway!!