

There are five points to focus on while you are in the home. Each point is a critical part of your in-home success. In fact, we believe your chances of success are very slim without covering the following points carefully. The points are as follows:

- 1** CONNECT (BUILD RAPPORT)
- 2** CREATE A DEATH BENEFIT TO PROTECT THEIR FAMILY (YOU CANNOT MAKE A RECOMMENDATION ON A PRODUCT UNTIL YOU KNOW WHAT THEY QUALIFY FOR)
- 3** FIND THE PAIN (PEOPLE WILL ONLY BUY IF THEY HAVE PAIN, YOU NEED TO EXPOSE THAT PAIN. WHAT WILL HAPPEN IF THEY DON'T HAVE PROTECTION IN PLACE?)
- 4** PROVIDE A SOLUTION TO THEIR PROBLEM
- 5** BONDING AND DISCOVERY

Attire:

Business casual is always a safe bet, dress jeans are fine but not casual jeans. Skirts and pantsuits are also fine for ladies. No shorts or athletic shoes or flip flops. Ties and sport coats are not necessary, we are working with middle income America and that can be intimidating.

Appointment Mindset:

Your mindset is critical during the in-home process. Everyone between the ages of 18 and 85 have at least thought about death protection at one time or another, either because they got married, had kids, created a debt, started a business, or wanted to pay for final expenses.

The lead program has found these people at the time that they've created a debt. You could cold call 100 people a day and you will find them along with people who just got married or had children etc. Our Mortgage protection and final expense lead programs are an assumed sale. Most agents in the insurance industry are looking for suspects to turn into prospects, a suspect is anyone who is breathing and the agent's job is to somehow figure out how to meet them, strike up a conversation and see if they are at least open to talking about insurance, then they would have a prospect. We have found the prospects with our leads. We are talking to people who have raised their hand and said, "Yes, I am interested in talking to someone about insurance."

View yourself as an order taker with a very direct approach. This is an assumed sale. The client has taken the time to fill out a request for protection and they have already thought about this issue. You are a problem solver. Remember, less than 2% of those who receive our letter fill it out and send it back in. Focus on this fact and focus on the fact that our letter has triggered an emotional response from the prospect that they desire to protect their family.

Always remember you are selling a death benefit to take care of a problem for them.

Don't get caught up in the insurance language of Whole Life, Term Life and Universal Life, it's confusing and will confuse your clients. Use terminology like Permanent and Temporary insurance and always use "death benefit" to describe mortgage protection.

Connect (Build Rapport):

Take a few minutes to connect with your prospect and find something in common. What do they do for a living, how long have they been married, where are they from originally? Everyone has a story, let them talk for a few minutes. This could take 5 minutes or 15, the point is to let them know that you truly care and that you are not treating them like a meal ticket. People buy from people they like and trust. Treat them as you would like to be treated. Remember that they are someone's friend, mother, father, sister, brother, cousin, aunt or uncle.

Who We Are:

Take a minute to build credibility by sharing our insurance partners with them, most people will be familiar with 2 or 3 of them. Let them know we only work with top rated carriers.

Overview of the Day:

Give them a brief overview of what you'll be going over today. Provide an explanation of coverage, let them know how the process works. Find out what product will best suit them and which one they might be able to qualify for based on health and lifestyle questions. Also, let them know that once you find something that fits their needs and budget, we will need to submit an application for approval, letting them know that they still have to qualify. By doing this, you are planting the seed that you will be taking an application today. This will help eliminate push back when you find a product that they agree to.

Explanation of Benefits:

The entire point of this section is to let your prospect know that Mortgage Protection is simply a DEATH BENEFIT that they can put in place to protect their family. Whether we choose a plan to pay off the entire mortgage or one that will be enough to make mortgage payments for a few years to keep your family in the home. This must not be glossed over. Talk in terms of a Death Benefit, not in terms of different types of insurance i.e., Term, Whole Life or Universal Life. The Death Benefit can be paid to the bank or the people you are protecting.

"Everyone chooses the people they are protecting because you could refinance or the lending institution could sell the mortgage. You want the Death Benefit to follow you, not the bank. After all, are you trying to protect the bank or your family?"

The only riders you need to talk about is Waiver of Premium, Return of Premium (depending on the person's age) and Living Benefits for Critical Illness (depending on which product they qualify for). No need to talk about Disability Income or Child Riders because these are more difficult to qualify for. If they tell you they are interested in the Disability Coverage, let your client know how difficult it is to qualify and they can apply for the disability after you get the base plan in place first. If your client applies for either one of these and they don't qualify, the insurance company will amend the policy. This is the best way to avoid unnecessary amendments. This assures, in most cases, the client gets covered and you get paid.

Client Worksheet:

At this point, start filling out the client worksheet. You will fill this out as you go throughout the next section. This form includes each of their incomes, mortgage amount, mortgage payment, length of loan, medical conditions and medication. You will also want to find out what other life insurance they own outside of where they work. You need to cover this and let them know that they do not own their insurance from work. It's a group policy and once they leave, they are no longer part of the group. Find out if they have anything that acts like life insurance, such as investments or 401k. Also find out if they have any driving record issues like DUI or multiple speeding tickets.

Finding the Pain:

This is one of the most critical steps of your presentation, perhaps THE most critical step. If this is not covered thoroughly you will likely not make a sale or your client will cancel their policy. Finding the pain is the process of finding out why they put in a request to protect their mortgage. Ask the wife what will happen if she loses her husband's income. Ask the husband what will happen if he loses his wife's income. Dig deep and ask follow up questions after they respond. If she says, "I will lose the house if I lose his income," ask her where she will go. Continue to ask these questions and you will find the pain, you will find out why they sent in the request. If they are single, you will usually find that they are interested in protecting children or siblings.

Finding the Solution:

Finding a solution for their pain is the process of finding the proper policy that fits your client's needs and budget, whether that solution is a Term policy, Whole Life or Universal Life. The solution, in many cases, may not be what your client thought it was going to be because of their medical history. The more careful you are in this part of the process, the more people you are going to help and the more money you are going to make. Your job as a field underwriter is more than just asking if they have medical issues, its having your client bring all of their medications to you, so you can look them up to see exactly what the medications are used for. Find out if they have been diagnosed with a condition even if they are not being treated for it. Have they applied for a Life or Health insurance policy in the past 10 years, and if so, were you declined or were you offered a counter offer? If you are careful in this part of the process you will find that you can get 85% of your business placed.

When making a recommendation for a solution most agents typically present 3 options :Pay the entire mortgage off, Pay half of the mortgage or put enough death benefit in place to allow the loved ones to make mortgage payments for several years, typically \$25K - \$40k.

The solution may be a Whole Life policy rather than a Mortgage Term because of their health issues. If that is the case, then how you present it to your client will determine whether or not you will make a sale. Present the solution as a way to protect your spouse from losing the home because they cannot make the payment. Treat your client like they were your own mother or father.

Bonding & Discovery:

You will find that while you are filling out the application that this is a perfect time to strengthen the bond between you and your client. Dig deeper into your questions about their life, family, etc. This is also a perfect time to talk about other opportunities you may have uncovered when filling out the client work sheet, such as annuities, IULs or policies for their children/grandchildren.

A situation that comes up often is how to transition from a higher face amount mortgage term policy to a lower face amount whole life policy because of age and health issues. New agents will sometimes struggle with this situation when put on the spot. It is not uncommon for a potential client who might be a little older with some medical conditions to balk at a \$30,000 solution when they have a \$150,000 loan. The reality is if they don't qualify for the mortgage term because of their health that this would be their only option. We have found that if an agent struggles with this, it's because of the way it is being presented. When this situation arises, and it will, explain to your client that you could probably find some carriers that would cover them, but the problem is you wouldn't recommend it because the cost would be very high. Let them know that most people in their situation are primarily concerned that their loved ones can keep the home for as long as they can, until they decide if that they want to try and stay or sell it and keep the equity. Most people are concerned that if their loved one can't make the payment; the house will go into foreclosure. What most of my clients in your situation do is put in place a permanent policy for \$20 - \$40k, that way they will have more than enough money to make payments for several years. The last thing they want their loved ones to be thinking about after their death is how they can keep the house.