ETHOS SCRIPT

1. INTRO:

Hey **(NAME)?** Hey **(NAME)**, this is _____. I was hoping you could help me out really quick… I'm calling about that recent life insurance application you started online. Just wanted to double-check we had the best mailing address for you, **(ADDRESS)**. Is that correct?

It looks like you didn't finish filling out the application. When that happens, it is usually due to price or you weren't able to find the right coverage. What was it for you?

2. WHO YOU ARE:

When those applications are left unfinished, they get assigned to a broker like myself. Ethos is a good company, but they tend to be overpriced and limited in options. If I found the same coverage for a more affordable rate, would be opposed to looking at it?

3. *Find Out What They're Looking*

- How much coverage are you looking for?
- Is that a 10, 15, or 20-year term?
- Were you looking to cover a mortgage, leave money behind for the family, or replace your income?

4. NEEDS ANALYSIS SHEET

Verify: Age, DOB, Smoker, Height & Weight, Any Medications, Major Medical Conditions?

5. GOLDEN QUESTION: Ask EVERY time
- Do you have anything that would pay out to your family, that would help them out, god forbid something happened to you tomorrow, such as a 401k, stocks, bonds mutual funds?

- **IF YES:** *Notate or Tag the lead in your CRM - During cementing, you will "Reset" an annuity presentation opportunity*

6. QUOTE OPTIONS:

Okay, so I have a software on my end that compares all the companies in the state to see which ones are offering the most affordable rates. I am putting in your information now. Give me a moment while I run this

↓ **RUN SOME OPTIONS FOR THEM** ↓

PITCH COMPANY

So, based on your age and health, the company that's going to be showing you the best rates is going to be with (COMPANY) if you want to write that down. Are you familiar with them?

Now they are an A+ rated company and when it comes to life insurance, they've been around for over 100 years - they pay claims within 24-48 hours to your family when something happens to you and it's one of the best out there when it comes to the benefits that come along with their products.

TERM BENEFITS - (IF GOING WITH WHOLE LIFE, BENEFITS WILL BE DIFFERENT)

It's important to know the benefits that come with this coverage

1. **IMMEDIATE COVERAGE:** This means you will be covered for the full amount of coverage from day one. No waiting period

2. **LEVEL PREMIUMS:** This means that your premiums will never increase or change during the term length of your coverage

3. **LIVING BENEFITS:** If you were ever to develop something chronic, critical, or terminal such as cancer, have a heart attack, stroke – you can take the coverage while living – TAX-FREE – to offset the cost of medical bills and give you time to get back on your feet and keep you from going into any kind of serious debt.

4. **RENEWABLE/CONVERTABLE:** At the end of the term, you can either renew your coverage or convert it to a permanent policy without having to any medical underwriting.

PRESENT NUMBERS

So I ran 3 options for you (client name), these options are all XX-year terms

OPTION 1 (Most coverage): Now, the XXXX option isn't necessarily what I'd recommend... But that's going to be $$$ a month for XXXX in coverage.

OPTION 2 (Middle): Next is the XXXX option, this is the option most people go with and typically what I recommend. And that one will be $$$ dollars a month for XXXX in coverage.

OPTION 3 (Lowest): Finally the XXX option, this will just get your foot in the door, locking in your age, health, & habits.. Now if you can qualify… that will be $$$ a month for XXXX in coverage. **(roll into next sentence, don't pause here)**

CLOSE

Like I mentioned before, those are guaranteed to be the best rates in the entire state for your specific situation. The reason why they have the best rates is because they are hard to qualify for. The biggest thing we do is submit an application to make sure we can make sure you qualify for the coverage.

Out of those options, which would make the most sense for you?

REBUTTAL CLOSE
"I need to think about it / talk to my wife"

Right, of course – if you didn't think about it or speak with your wife I'd call you crazy (or I'd be concerned). But this would be a necessity to have right?
client says yes

So the biggest thing we do today is just see if we can get you approved. This is not approved yet through underwriting so we do need to see which one you get approved for before any final decision can be made.

If we were able to get you approved, which option were you leaning more towards? (Go with a smaller option)..

Okay so let's go with the (small option) just to see if we can get you qualified, that way it's comfortable for you and so we can get the paperwork out to you to review… then if you are approved, we can always look at adding more coverage. Does that sound fair?

<mark>If you keep getting pushback…</mark>

"hypothetically if your spouse was on board is this something you would get put in place?"   yes
"okay perfect well lets see if we can even get you medically qualified first that way you have the proper information to speak with your spouse"

<mark>If you keep getting pushback…</mark>

Obviously its tough right now for you financially I totally understand. But its going to be extremely difficult for your beneficiary if you were to pass away with no coverage in place. So lets just try to get you approved for the bare minimum and down the road as things get better like they always have and always will you can get back up to the recommended. Does that sound fair?

<mark>If you keep getting pushback…</mark>

Obviously, if we can't get you approved it's not really gonna do you much good to think about it (talk to your wife about this) - so we wanna make sure that we're getting you approved for the coverage first. That way you can have a meaningful conversation about the coverage because right now these are just numbers on a piece of paper that don't really mean anything.

↓ APPLICATION ↓

Application & Cementing Cheat Sheet

1. TRANSITION TO APPLICATION

Okay, what we will do is fill out an application to make sure you can qualify. If you qualify, they will mail you a policy packet with all the details of the coverage and your coverage will be in place. I am going to verify a few pieces of information. Your first name is spelt ___? Last name?

2. SSN

* Fill out all other information on the page before asking for SSN *

(COMPANY) will need your social to verify your medical history and make sure you are healthy enough for the coverage. What's your social?

> **Social Rebuttals - "What do you need my social for?"**
> No worries I totally understand that question Mary… So Mary since no one is coming out to your house sticking you with any needles making you pee in any cups that information goes directly to the MIB the (Medical Information Bureau) from there that's how they pull your medical information to make sure you're going to be healthy enough for that coverage. Does that make sense?
>
> So all this does is run your social through the MIB to check your prescription and medical history to see if you're healthy enough to qualify for coverage
>
> **Social Rebuttal - "I don't feel comfortable giving my social over the phone."**
> Oh, then there's no way that you can apply for insurance. I understand why you're uncomfortable because we just met, but that is why I have to give you my license because we are vetted by the federal government and you're able to actually check my background check. But yeah, there's no way that you can submit an application without those three things. They have to verify you, and use your social for your medical records. That is part of the risk level.

3. EFFECTIVE DATE

If you qualify, is there any reason why you would not want your policy effective immediately?

* If they can't do that immediately*- I understand, what is a good day every month for the payment to come out?

4. ROUTING & ACCOUNT INFO

What is the name of the bank that you will be using?

* Google search their bank's routing number *

Okay, looks like they do partner with that bank. When I put in that bank in it auto-populates the routing number. The routing number that comes up is <u>########.</u> Is that what you have?

Perfect, and the account number?

↓ BANKING REBUTTALS ↓

BANKING PUSHBACK 1:

Okay so this is the final step to submit to underwriting - All insurance companies do require a complete application for underwriting to review before we can get a final decision... Will you be using a checking or savings?

So this is the 2nd part of a 3 step verification process.
 The first part of the application they verify your identity and health with your social

 The second part here, they need to verify your banking to make sure

  1 - that there is no fraud associated with your bank account (this is a check insurance companies do to protect them against insurance fraud)

  2 - that this bank account is in your name and not somebody elses and that this matches with your social.

This is the final step needed to submit a full application to underwriting so we can get a decision from them and then that way if you are approved, they can mail your policy paperwork out to review. And again, no payments are due today - this just allows us to get that yes or no from the insurance company.

BANKING PUSHBACK 2:

Let me ask you this.. Have you ever handed a check to anyone to pay for anything before? Ok, perfect.. so your routing and account info are at the bottom of a check. That info is meant to be shared.. Nobody can misuse your account just by having that information… No large purchase or anything like that can be made…. It doesn't work like a credit card because it requires your signature and bank authorization. Does that make sense?

BANKING PUSHBACK 3:

It doesn't matter if you put coverage in place with me today or someone else down the road - Insurance companies only accept secure methods of payment like routing and account numbers. They are on checks which we've been passing around to strangers for years.. Does that make sense? Your account info cannot be misused just by someone having that information.

5. SUBMIT * *Don't tell the client that they are approved even if they are* *

Just to recap, we submitted your life insurance application with (COMPANY) for (FACE AMOUNT) of coverage at (PREMIUM) per month. The policy is now in underwriting. We'll get an answer back within the next day or two. If, for any reason, they try to change the rate, decline you, or adjust the coverage from what we applied for, we'll explore other options right away. If approved, your coverage will go into effect on (EFFECTIVE DATE). Any questions?

A quick favor: please save my number in your phone as (Your First Name) Insurance Agent. That'll make it super easy to find my contact.

Perfect! As soon as I hear back from (COMPANY), I'll give you a call. Have a great day!

* *Put in as much coverage info into the "policy details" section of their contact info inside the CRM.*

*Now add the "underwriting" tag. This will take them out of any "unresolved" list. You will switch it to "sold" when you call them back to cement the sale tomorrow**

6. CEMENT

Hello **(NAME),** just giving you a call back with some good news. Do you have a second? Perfect, I heard back from **(COMPANY).** They did approve you for the coverage, so congratulations!

I am going to text and email you all your policy information and a link where you can set up your client portal so that you have access to all your policy info while you wait for the packet to come in the mail. You'll receive it in the next 7-10 business days. I will send a text to you in about 2 weeks to make sure that you received that. Do you have any questions for me?

Client Portal Links: Click here

Perfect, save my name and number in your phone. If you have any questions, don't hesitate to reach out!

* Make sure all the policy details are accurately entered in the "policy details" section and press SAVE before the next step.

Add "SOLD" tag. This will trigger the sold automation and send them a text and email of their policy details

7. RESET: Annuity Appointment (If Applicable)

Before I let you go, you said you had ($$$) in your (ACCOUNT), right?... How much of that could you afford to lose if the market were to take a turn?

Most of the families I help with mortgage protection also want help protecting their retirement. I work with a specialist who helps my clients eliminate market risk, but still participates in market gains, and in some cases get bonuses on their rollover. Do you have 15 minutes tomorrow or the next day to at least see what's possible with that account?

Awesome, I'm going to double-check that time works with our retirement expert, (SME NAME). I'll text you shortly to confirm.

Now, just so he is more prepared for the call: Do you know exactly how much you have in that account?

You aren't currently working with a financial planner or an advisor, are you?

And do you think you are going to need any of that income here in the next couple of years?