

Appointment 2 Recommendation

DATE: _____

Client Name: _____ Spouse Name: _____

5 Rs'

Rebuild Rapport, Recap, Recommend, Referral, Recruit

Rebuild Rapport

1. Quick reconnection on shared reality / info discovered from F.O.R.M.
2. EPR the trainee with some success / positive progress since last appointment
3. So before we get started, are there any questions or clarifications I can address for you since our last appointment?
4. Just curious, has anything changed in your personal or financial situation since the last time we talked?

Recap

1. Reconfirm priorities from 10 box Client Service Menu
2. Reconfirm answers from Closing Questions
3. Reconfirm Insurable need (D.I.M.E.) and Current Coverage In-Forced
4. Quickly review GOALS from 3 Rules of Money (8-12%, Indexed, Tax-Free)

Recommendation

FIA - Fix Indexed Annuity

1. Highlight Bonus & Account Value never going down (Guaranteed Values)
2. Highlight Historical Returns & Account Value growing (Hypothetical Values)
3. Lifetime Withdrawal Rate & Guaranteed Income (Hypothetical Values)

CLOZE (Growth): If we could get you a bonus, get you the upside potential of the market, lock in your gains, and make sure you don't lose anything due to a market downturn. **You're open to seeing if you could qualify for that, right?**

CLOZE (Income): If we could get you a higher withdrawal rate, more guaranteed life-time income in retirement, and make sure you never run out of cashflow. **You're open to seeing if you could qualify for that, right?**

IUL - Indexed Universal Life

1. Monthly Savings (Monthly Premium)
2. Minimum and Maximum Premium
3. Coverage (Face Value)
4. Living Benefits
5. Return Rate History
6. The Numbers (Total Premium vs. Total Income + Death Benefit)

CLOZE Would you rather have a **taxable** retirement or a **tax-free** retirement?

CLOZE What do you think the likelihood is that you need money for either an **emergency** or an **opportunity** before the age of 60?

CLOZE If you write us a check for \$540,000 and we write you a check for over \$5 million, is that a good deal or a **great** deal?
So you're open to seeing if you could qualify for that, right?

Term Life with Living Benefit

CLOZE How many years have you been working? (client: 15)

What is your average annual income? (client: 75,000)

If you are healthy and working for 30 years, you will bring (\$2.25 million) into the household.

But, if something happens to you tomorrow, you'll only be able to leave them \$xxx,xxx (work/in-force coverage amount)

How does that make you feel? Probably something we should take care of, right?

CLOZE If you got sick and unable to go to work, what is your Income Replacement Plan?

Would you rather put your money towards something that has 2% of chance of paying out, or a 75% chance of being needed?

Cloze

START APPLICATION: So all we got to do now is get a couple pieces of information from you...

Let me ask you a question, do you know your driver's license and expiration by heart or so you need to grab that...? ...

Referral

CLOZE Out of everything we went over today, what are you most excited about?

CLOZE Great! Who's in your mind right now that you know would also be excited about that?

CLOZE We really want to help out TRAINEE with their business, so who are a couple people that we could help out the same way we helped you?

Recruit

Compliment the Client: By the way, you're a really sharp couple, I really respect that you're taking initiative for your family. Obviously TRAINEE and GFI are looking for good people, and based on your background, I think you'd be great at this! Just curious, have you ever thought about running a business one day or doing something bigger and better? I mean, are you open to making additional income? If this is not for you, hey no problem, but who do you know that you could see doing something like this?

OBJECTIONS

Objections for Appointment 2

Oh, we are starting the application process now?

CLOZE

Let me make sure you understand, you're not making your decision today.
We are just putting in an application to see if you can get approved. And if you get approved, THEN... we'll get back together, talk about realistic numbers and you can decide at that time, how does that sound?
Great!!! Do you know your driver's license and expiration by heart or do you need to grab that...?

I need to think about it (premium or product)

I totally understand, normally when someone tells me that, it's typically because they have a worry about the **premium** amount or about the **program**, and need more information. Is it one of those two?

If Premium: Just curious, is it too high or too low? What would be more comfortable for you?

How about this, let's start a little lower and you can always put more in later.
Do you plan on making less money or more money in the future?

CLOZE

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If Program: What concern do you have specifically?

What Information can I go over again or what Resources can I get you?

CLOZE

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Great!!! Do you know your driver's license and expiration by heart or do you need to grab that...?

I need to do research (product or company)

When it comes to something as important as your finances, I can understand why you would want to look into it.
Just so that I can point you in the right direction...

Are you looking to research the company that your money would be with or the program itself? (Provide credibility & resources.)

CLOZE

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I need to talk to my Financial Advisor / CPA

Usually when someone says that, they really just need more information on the company or the program, so which one of these is it?
Are you okay with me providing you with some resources for credibility sake? (Provide credibility & resources.)

If adamant: Okay, no problem just be sure to ask them these four questions please.

- #1: What accounts do you offer that provide market-like returns without market-like risk?
- #2: Can you guarantee me that I'll never lose money due to market declines?
- #3: Can you offer me an account with absolutely zero fees?
- #4: Can you offer me an account that provides guaranteed income for life?

CLOZE

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