

SELLING FINAL EXPENSE OVER THE PHONE

Telesales are certainly different than face-to-face sales. To that end, this training is designed to give you the most opportunities to provide protection to the prospects that have requested information about Final Expense insurance. Below you will find the Top 10 things you will need to be the most successful tele-sales agent you can be. Before we begin with the top ten, please carefully consider these **top three tips** when selling over the phone to the senior market:

1. **Speak as slowly and clearly as you can possibly speak.** If you think you are speaking to slowly, speak even slower!
2. Each person you speak to will not necessarily remember what you say, but how you say it so **speak with confidence and lead the conversation where you want it to go.**
3. **Be an active listener.** Phone sales are best when the person on the other end is talking more than you. Ask good questions, listen and then lead the conversation.

With that in mind, let's take a look at the **top necessities** for being a successful Final Expense telesales agent:

GOOD EQUIPMENT: If you can gain access to a good computer and a secondary monitor, this will work in your favor. You can generally pick up a second monitor inexpensively and it will make your effort much easier. Invest in a quality headset that provides clear, reliable communication. Obviously, you can just pick up a phone and make the sale that way, but good equipment like this will help smooth the process tremendously.

ELIMINATE DISTRACTIONS: It is hard to know exactly what will be a distraction before you begin, but eliminate as many of them as you can before you start. If you find you are getting distracted, start a list of those distractions and the next time you start, eliminate it before you start. Everyone gets distracted with certain things so take a self-assessment of what those distractions may be for you and be diligent to not them interrupt your process and progress.

POSITIVE MINDSET: Now that you have the right equipment and have eliminated distractions, you need to get yourself in a positive mindset. Do you believe your leads need your product? Do you believe you have what it takes to weed through all the rejection to find the people willing to listen to what you have to offer? When you believe that what you have to offer is more important than the money your client will spend on it is the day your belief in what you do will remain uncompromised and confident! If you find yourself slipping into a negative mindset, take a break and clear your head. Don't make calls when you're feeling negative – remember, all you have here is your voice and prospects will quickly pick up on any negative feelings. Take a moment to reset and get yourself back in a positive frame of mind.

LEAD FLOW: THIS IS ABSOLUTELY CRITICAL! If you don't have a system set up for consistent lead orders, you'll want to make this a TOP PRIORITY ASAP.

ACTIVITY Activity is key and king! Even mediocre salespeople will achieve more than talented salespeople if they have more activity. Activity leads to policies sold. Activities include placing lead orders, organizing your system for calling, following up, closing sales, following through to make sure policies are issued and payments are made. Activities also include follow up with lapsed policies. It's not just about the policies you *write*, but the policies you *keep* so be diligent about every aspect of your business that is directly related to getting new business and preserving old business.

FOLLOW UP It has been said that it takes 12 touches to convert a sale and 80% of sales are made between the 5th and 12th contact. Don't underestimate this! Be pleasant and positive each time you interact with a prospective client. Your follow up is directly related to your sales. Following up is much easier than a first-time introduction. If you don't make a sale on the first attempt, always finish a call by gaining permission and a specific time to call them back to solidify a sale. If you don't make contact the first time calling, stagger your call back times until you find a time where the lead will pick up the phone. **DON'T GIVE UP ON FOLLOW-UP!**

CONTROL: You want to establish control as quickly as possible. You don't establish control by talking more and making the lead feel like you are not listening. You establish control through listening and good questions. You establish control by building rapport and putting the lead at ease. You cannot force control. You can only lead someone to believe that they can trust you.

RELATIONAL This is not the easiest thing to do over the phone. However, the quicker you can make the client feel like you are on the "same side of the table" with them, the quicker you can make the call feel like a consultative relationship where you and the client are working together in the best interest of the client.

ASSUMPTIVE: Assume everything from a positive perspective. Assume they filled out that card for a good reason. Assume they answered the phone because they need what you have. Assume you can find them a product to meet their needs. Assume you can find a product to fit their budget. Assume they are going to put protection in place today. Staying in an assumptive mindset will keep you positive and in control of the call.

SCRIPT: Please don't try to "wing it!" Establish a script that you can use a measuring tool for improvement. If you are constantly changing up your script, it's hard to know what's working and what's not working. Start with a predictable script and tweak it to your personality and style. You are looking to establish credibility with your confidence, kindness, product knowledge and listening skills, not necessarily with a company name. You matter more than the company you represent. You are also looking to ask questions that get your potential client to put protection in place.

If you are asking yes or no questions, don't speak until they answer:

Example: If I can provide protection that fits in your budget, do you want to move forward with that today?

If you are asking open ended questions, then position yourself to listen and interact:

Example: Why are you looking to put protection in place today?

If you ask a question that involves a choice, be silent until they respond:

Example: Which one of these three options works best for your budget?

INDUSTRY BEST PRACTICES FOR TELESALES

If a male or a female answers the phone and your lead card says John or Sue, just assume that it is John or Sue that has answered the phone. Don't ask if John or Sue is available. Instead, simply say, "Hi, John...Sue..."

Tell them immediately the purpose of the call. Don't ask how they are doing. They will immediately know that you are trying to sell something. Simply say, "Hi Sue, my name is _____ and you were kind enough to request information from me about final expense protection for your family. Did you request this information for yourself or someone else?"

Listen carefully here and try to use their answers to build some rapport. The quicker the call becomes friendly the quicker trust can be built

"Ok, great. Do you happen to have a pen and paper handy? I'd like to give you my name and number and provide a place for you to take some notes. My name is _____ (then spell it for them). My phone number is _____. Thank you for taking a moment to write that down.

"Sue, before we begin, I just want to make sure of something. With everything that's going on out there, they are asking us not to come out to homes. That being said, if I can help you and provide you with what you need are you comfortable working with me on the phone?"

"Ok, great! My responsibilities are to provide you with the information you requested by listening to your questions and needs, recommend coverage that will best fit your needs and make sure it fits within your budget. The only thing I ask of you is that once I've fulfilled my responsibilities is for you to provide me with a yes or no. Is that fair enough?"

At this point, you will begin your presentation. Some agents get right to the point and start with health portion by saying, “In order for me to determine the best coverage for the lowest price, I’ll need to ask you a few health questions.” Other agents will get right to the point by asking how much coverage the prospect is looking for and some will continue to build rapport based on how the conversation is going. Use your best judgment to determine how you should proceed.

COMMON OBJECTIONS

Who are you with? What company do you work for?

I don’t work for one particular insurance company. I work for my clients. What I do is simply offer a complete education on final expense protection and recommend a plan that provides the most coverage for the lowest cost. I imagine that is what you are looking for, right?

I already have coverage.

I understand that for sure. Most of my clients already have something in place, too. However, most of them find at some point they’re interested in additional coverage to make sure their loved ones are not left with the burden of funeral expenses or debt. I’m sure we can find you some additional coverage for a low monthly premium (then continue with the presentation)

I can’t afford it.

I understand that for sure. However, earlier you mentioned that if I answered your questions, recommended a plan to fit your needs and worked within your budget, you would be able to give me a yes or no – so, obviously, I missed the mark on your budget. Let’s take a look at a more affordable option. I recommend that clients don’t spend more than 4-7% of their monthly income on life insurance. Do you mind sharing a rough idea of your monthly income so I can make a more appropriate recommendation?