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Social Security Question

Social Security Question - Now Mrs. Jones the way they identify the body for the burial claim is the Social Security Administration and they also need to pull your medical records for approval which also is with the Social Security Administration to run the MIB which is the medical information Bureau, Mrs. Jones what is your Social Security number.

Banking Question / Statement

Banking information question – Mrs. Jones there are four ways to pay for this program you can pay annually, semiannually, quarterly, or monthly, out of these four ways which works best for you? Great, everyone picks monthly it is just easier. Do you want to pay with a checking or savings account? Perfect all we need to do is verify the information to make sure it is correct, go grab your checkbook so that we can verify the information. (at this point you need to ask them the bank name and city and state the account is in, then Google the routing number, read the routing number back to them and ask them to verify that on their check at the bottom from left to right, at the same time get the rest of the numbers).

Common Objections

The first rule about objections is, you must confirm what the objection is. Regardless of the objection, you must do this each time period simply take their objection and convert it into a question always think of Agree, Rebuttal, Close. For example, I want to shop around. OK so you would like to shop around to see if you can find a cheaper rate, is that correct?

It costs too much - this is a common one period we deal with people who are mainly on fixed incomes and do not have much disposable income or capital. Directly ask them if $47 per month much for their monthly budget is too. If they say it's too much again, show them something lower and close them on a price they can afford.

I can find a lower price elsewhere - the sales script is designed to eliminate this. If you get this a lot, go back and start reading the script again, for you have probably deviated from it. Nevertheless, the best way to deal with this objection is to say something like, “we work with 15 different companies for a reason. We do the work for our clients, so they don't have to call

15 different companies to hopefully find the lowest rate. Out of all the companies I researched the company i found for you was the lowest of them all".

Another way to handle this would be to say something like "you know Mrs. Jones whole life insurance is it priced much differently from company to company. Everyone is usually within 5 to $7.00 add one another period it's kind of like gasoline. Most all gas stations charge about the same price for regular unleaded gas as the next period sure one might be cheaper by $0.10 or so but you probably wouldn't drive across town for $0.10, would you? "

I am not ready to do anything - to overcome this you will have to ask questions that drive home the consequence of them taking no action. Ask things like OK so it isn't common that people usually put this kind of thing off when they have no coverage in place, let me ask you Mary, what would make you ready? You might get the real issue, and you might have to ask another question to keep digging.

You could also ask so if you had this plan in place now would you feel good knowing that if anything should happen to you, that your burial would be taken care of? (They will likely say yes) OK, so if that is the case why wouldn't you do this now?

keep asking questions to reveal the root problem period as long as they will let you.

I don't want to give my personal information over the phone - this is another one which is usually only a problem if you shortcut the sales cycle. However even then it will still happen. To be forward, there isn't a whole lot you can do other than be bold and give them straight talk.

If they say they don't want to give the Social Security number out, say something like OK Mary, I understand. I only ask for this because the insurance company needs that in order to check your medical records for your approval. No matter which company I connect you with, they will all ask for this information. It isn't possible to get insurance in the US without telling the insurance company information like this. We have a secure online application and have been working with this company for 15 years now, we don't save the information comma and they don't use it for any reason other than to determine your eligibility for the coverage. Does that make sense? OK great so what's your Social Security number again?

If they have not given you their Social Security number and they don't want to give you their banking information you basically Say the same thing with a slight twist. OK Mary, I understand. I only ask for this information because all companies these days require clients to pay via a monthly bank draft if they are going to pay monthly. Again, you didn't want to pay quarterly or, annually did you? Right, I remember you saying that. So again, this is the information the insurance company needs to see that your payment goes through every month to keep your protection in place. You are still in full control of your bank account. The insurance company will only draft on the day you choose, and they will never draft a different amount other than what has been discussed. You can delay your payment or stop it for any reason at any time. Again, comma the insurance company requires this in order to complete your application for

this final expense coverage. Does that make sense? OK great. Do you have your checkbook handy so we can verify the information is correct?

If they have given you their Social Security number and they don't want to give you their banking info, you can say something like. OK Mary? I understand you feel a little uncomfortable about giving me that information. Can I ask you Mary, your concern is to protect yourself, right? OK I thought so. Well Mary here is how you know you can trust me. You gave me your Social Security number, right? OK comma and after doing so we're still here talking about insurance, aren't we? Now don't you think if I was honestly out to defraud you by using your personal information for my benefit, do you really think I would still be talking with you now after having already taken down your Social Security number? If the client agrees then say yes you're 100% right i wouldn't be talking with you now if I was a fraud so now that we have that out of the way can you grab your checkbook for me so we can verify the information is correct for the insurance company.

Can't I just send my payments in through the Mail - this objection is best handled by saying something like, you know Mary insurance companies these days only allow people to pay via direct bill if they pay quarterly or annually. For monthly billing they all require it to be a monthly bank draft on a day that you choose. In large it's done to protect you the client. Let's say you fall ill and aren't at home to send that payment in. Unfortunately, without payment, your policy would lapse, and you would have no protection in place. When you need your coverage the most, it sadly wouldn't be there. All too often in the past has this happened to people which is why companies changed their policy when billing monthly. Does that make sense?

How To Prepare A Client

This is the script you will use to thoroughly prepare a client for what will take place on the three-way call. You must do this to eliminate the possibility of the client responding in a negligent way which will sadly cost you the sale. Simply read the script as follows right before you transfer the client.

OK Mary thanks again for all your patience here. So, let me just kind of briefly describe to you what is about to happen. What the insurance company is going to do is review the entire application. They want to go over everything to make sure there are no errors on anything. They will re ask the health questions which obviously for you, were all know. One thing I want to be perfectly clear on here Mary, when they go over the health questions with you, you must answer a simple yes or no which obviously was NO when we spoke and I asked you, If you say anything other than a simple NO answer, they will assume you are withholding information comma and thus will decline you because of it. Again, you are a NO on everything and it's very important you answer that way. Do not say no comma and give a little explanation about something. I hate to keep saying it but your answer must be no and then let them move on to the next question. Does that make sense? (LET THEM CONFIRM) Lastly, they will review all the payment information and the beneficiary information. At the end of the call we will know for

sure if you are approved, which again I'm very confident you will be. Like I said before, if you are approved your coverage is activated in your policy will arrive in less than two weeks. Any questions on any of this?

Banking Information

I cannot stress enough how important it is to get the correct banking information if the client isn't 100% sure the information is correct do not take the application until you can be sure, please understand that the banking information is more important than the sale itself, because if the banking information is correct when the payment tries to go through it will get declined and you will never get this client back so verify the routing number and account number three different times and please make a mistake so the client can catch you making a mistake.