



THE KEYS TO SUCCESS IN THE FINAL EXPENSE BUSINESS

An Agent Specialty Guide

OFFERED BY
Surety
Insurance
Group
800-618-5235

INTRODUCTION

Dear Agent:

Your response to our search for dedicated people is appreciated. Thank you very much. We are delighted to encourage you to reach a firm, positive decision to partner with our agency. We're anxious to go to work for you.

We are an extremely agent-focused organization. Therefore, our final expense planning marketing materials include everything from leads to pre-approach letters, telephone scripts, ways to handle objections and a selection of what we consider the best carriers...all designed to do one thing, make sales.

But that is not the whole story. Our agents can call the carrier. This makes final expense planning experts directly available to support your marketing efforts. In short, with the support of our agency, the marketing materials provided and the ability you have to call the carrier, this is an extraordinarily complete package.

Imagine the confidence you can have when you have direct access to what may be the best final expense planning program in the industry... a program that can allow you to bring additional peace of mind to your insurance clients.

The opportunity that you as an agent can provide to your clients and the opportunity to make their wishes known will make you different than those just selling policies. It will make you more confident in your approach and presentation and help you solidify the sale.

Additionally, final expense planning will open the door to such products as Medicare Advantage or Supplements, Annuity or Dental Sales to other members of the family. Final expense planning is a tremendously important business.

Again, we look forward to working with you and building our Agencies together.

Enjoy Good Selling with us!

800-618-5235

The Final Expense Market

What is the Final Expense Market?

The Final Expense Market is principally composed of those in need of additional insurance for the specific purpose of paying for the expenses incurred at and around the time of death. In addition to funeral costs, final expenses can include hospital and other costs associated with an illness, probate costs (where applicable), as well as other debt and unforeseen cash outlays.

Many lose their insurance when they retire. Often individuals near retirement do not have permanent coverage, and Social Security pays only \$255 to a beneficiary at the time of death. This amount has not changed in over 40 years and today the cost of a funeral can easily reach \$10,000. Combine that situation with the rising cost of funerals and it creates an opportunity for the sale of insurance. The many advantages of this market over the typical insurance market are listed below.

Reasons to specialize in the Final Expense Market

- **More effective selling process:**
 1. **Excellent products with generous underwriting** - people who are in fair to good health for their age are acceptable
 2. **Quick policy turnaround** - reduces buyer's remorse
 3. **Simple sales process** - presentations are 30 minutes to an hour, leaving time for more contact and presentation calls
- **Huge market** - over 13 million households nationwide have been identified as good candidates for Final Expense policies.
- **Prospects respond** to lead solicitations - prospecting is simplified for the agent.
- **The financial need** is easily identified and the solution is affordable.
- **The market is growing** and the future looks great - because more people every day enter the prime age group and the cost of funerals continues to rise, this market will enjoy sales growth for years to come.
- **Daytime work** - the fastest growing segment of the United States population, which clearly has a need. Unlike many other markets, this group makes its own buying decisions.



TELE-LEAD PROGRAM OVERVIEW

We have lead sources that work very well for Final Expense Life Insurance marketing. Please see attached vendor sheet.

Also, Surety Insurance Group has LEAD MAX on the website that offers quality leads for agents.

Leads are designed for the Final Expense market and discuss a Life Insurance Policy designed to help pay those expenses.

Lead and Prospecting Organization

What is a lead?

Many hold the mistaken view that a lead is a person waiting to buy insurance. Contrary to this perception, a lead is an individual who has responded to a problem which has been brought to his or her attention.

Our Lead System is built around one fact...the cost of final expenses and Life Insurance that will help pay these expenses.

Organization yields the best results

Prepare to work the leads:

1. **Read the Lead Copy** - what is in the text of the lead? What problem has the prospect indicated that they wanted more information about? What are the power phrases? Use these concepts in the approach and the presentation to the client.
2. **Organize the Leads geographically** - a great deal of frustration can be eliminated if the leads are first sorted by state, county, city, and zipcode.
3. **Organize By Age within Each Zip Code** - this is very important as it will allow you to structure your day more efficiently.
 - a. Leads under age 65 – visit at home in the evenings
 - b. Leads over age 65 – visit at home in the daytime
4. **Determine a Week's Work** -

16 leads, including policyholders and referrals, more or less, should generate an easy weeks work and will provide a simple activity to supplement your existing practice. If four (25%) of the leads are under age 65, then you have to work 1 evening as well as 3-4 days in a week. It is important to work all the prospects in an area at once. Going back and forth to try and find a prospect can waste a great deal of time. Thinking in terms of a week's work can help in organizing your time.

Using a street map and a highlighter, dot the map where these leads are located before going into the field.

Know Your Objective

Success in the field entails having realistic expectations while maintaining a clear understanding of the opportunity.

Make your objective 2 Sales per week.

Here's how to make that happen:

Leads	16
Contacts (50%)	8
Presentations (50%)	4
Sales (50%)	2
Average premium per sale	\$900 per year
Production from 16 leads.	\$1800 annualized premium
Production per year (46 weeks).....	\$82,800 annualized premium

The above constitutes a successful agent in the Final Expense Market. When this premium number is multiplied by the great commissions being paid on our Guaranteed Issue policies, it becomes clear why so many agents and agencies are concentrating on the Final Expense Market.

An income of **\$82,800** is a very good year for many agents. The 8 people you could not contact are available for next week and thereafter until contacted.

Going Into The Field...

10 Steps to Success!

Each step in the presentation has its own objective, and when each step is executed correctly, a sale is made. The flow of the presentation is outlined below in order to show how the various pieces fit together.

1. Following Up on Leads
2. Getting to Know the Prospects
3. Discovering & Responding to the Need
4. Presentation
5. Affordability
6. The Close
7. Taking the Application
8. Dealing with Objections
9. Solidifying the Sale
10. Referrals

Step 1. Following Up on Leads

There are two successful ways to follow-up on leads:

A. Personal Approach Directly to the Door

B. Approach by Telephone

A. Personal Approach Directly to the Door starts with a visit to the prospects home. This visit takes the place of the initial phone call to set up an appointment. Ring the doorbell and or knock on the door. When the prospect, spouse or other person answers the door give the person your business card. Tell them that you wish to speak with the prospect. Let them know that the person you wish to speak with had asked for this information and then show them the lead. This step will produce one of the following results: 1) the prospect answers the door and is willing to give you 20 minutes right now! -Step in the house, make your presentation and sale. 2) The prospect answers the door and is busy right now! - Setup an appointment for the NEAR future that is convenient for you and your prospect. 3) The prospect is not at home right now. Find out if the wife or husband can set up an appointment, or when you may return to set up an appointment with the prospect.

What is the objective of the door approach?

The objective of the door approach is NOT to make a sale. Going to the door is only the first field step in making a sale. The objective of the door approach is -

To establish a time, with the appropriate setting, for a presentation to a prospective client.

Even the best salespeople do not get into every door, but the following techniques will improve your results.

The door approach -

Agent: (after prospect answers door) "Hi, I'm (your name) looking for Mrs. Jones."

Prospect: "I'm Mrs. Jones"

Agent: "I'm Joe Agent with (your agency or company). The company asked me to come by and see you about the information that you had requested from our insurance agency (Show them the card).

The most important words you use are "May I come in?" This alone eliminates many objections and will allow you to get into a great number of doors.

You will not get into every door, but with proper skills you can improve your performance in gaining interviews in the proper setting.

Other door approaches work the same way:

For policyholders

Agent: “Hi, I’m (your name) with (your agency or company). The company asked me to come by and see you. **May I come in?”**

For referrals:

Agent: “Hi, I’m (your name) with (the agency or company name). I was just visiting with (the referral’s name) and she/he suggested I might come by to see you. **May I come in?”**

The most common objections:

Prospect: “I thought you were going to mail something”

Agent: “We receive many responses to these mailers and we’ve discovered that everyone in your community has a different understanding of what funeral planning should involve. We can’t begin to understand your wishes or your concerns through the mail. Please allow me a few minutes for us to share this information so that I can serve you better. **May I come in?”**

Prospect: “I thought this was about Social Security”

Agent: “I do have some information about Social Security death benefits to share with you, as well as how to supplement your Social Security benefit with a final expense program. I only need a few minutes of your time. **May I come in?**”

While saying this you may want to be holding the Social Security pamphlet. This pamphlet is for reference and credibility and doesn’t need to be handed out. You do not represent the government or the Social Security Administration, and you want to make certain that you do not mislead anyone on this point.

Improper settings (situations which are not conducive to a good interview):

Prospect: “I’m baking cookies right now”; “We are just sitting down to dinner”; etc.

Agent: “Mrs. Jones, I must have caught you at a bad time. I apologize for stopping by without an appointment but we’ve had a tremendous response (point to card) from people just like you. I was in the neighborhood and wanted to introduce myself and see when would be a good time to get together with you. How would 10:15 tomorrow morning or 3:15 in the afternoon work for you?”

When a spouse is not home:

Either at the door or once inside the home you may find out that one spouse is not home.

Agent: “I’m sorry, but it is very important that both you and Mr. Jones be present. This is very important information and so many questions come up that I need to meet with both of you at the same time. Would both of you be home at 10:15 tomorrow morning or would 3:15 in the afternoon work best?”

Setting the appointment from a lead by phone

B. Approach by Phone starts with the initial phone call. Don't try to sell the prospect over the phone. Just set the appointment to see if you can help your prospect with their perceived needs. Tell the prospect your name, your company, and the reason for your call. Let the prospect know that it should take only twenty minutes to give them all the information that they had requested. The call should last only a few minutes and you should never quote the prospect a price over the phone. If you are told by the prospect to "just put something in the mail", respond "this program is custom designed to the individual prospect, allowing various choices and decisions by the prospect resulting in lower rates for the majority of prospects.

Therefore you must meet with them for twenty minutes to see which program they want, and if they can qualify. This step is to get an opportunity to meet with the prospect to uncover their needs. If the prospect responds "other companies send me information in the mail" respond, "They can send you information in the mail because their rates reflect prices based upon all applicants being of poor health, and you may qualify for a better plan". If you are good at setting appointments over the phone then this technique may be right for you.

Difficult to contact leads- if no one is home at the time of the call you may leave your business card with a note. In the note tell them that you stopped by to deliver the important information they had requested regarding the final expense program, and that you will contact them in the very near future to deliver this information. Make sure that you take notes on your lead reminding you of the date, time, and day of the week that you attempted contact. This will help you in rescheduling at a different time to see if a different time or day is more productive for contact.

If someone is difficult to contact I will take this lead with me when I am making sales calls, at my convenience I will stop by when I am in the area. The approach by phone works better for some agents, while the approach at the door is very desirable if you are experiencing difficulty in setting enough appointments.

Setting an Appointment Over the Phone

Hello, my name is (First name and last name). The reason I am calling is that recently you responded to a (mail piece, phone call, ad in newspaper, etc.) regarding a final expense planning program. I am going to be in your area on (mention two dates) dropping off the information you requested. At that time, I will be able to answer any questions on this valuable plan, one that pays cash for funeral and burial expenses. Which day would be better for you? Morning or afternoon? Two o'clock or Four o'clock? Great, that's Wednesday at 4 o'clock in the afternoon! I look forward to seeing you this Wednesday, _____ at _____ (am or pm). If you have an emergency and cannot keep this appointment please call me at _____ (your phone #) the night before, I look forward to seeing you soon.

Official Notice and Disclaimer- You must abide by all local, state and federal insurance and telephone solicitation laws, including the state and federal no-call list.

STEP 2. Getting to Know the Prospects

Take control of the interview by asking questions and getting the situation right for a well-conducted presentation. Go to the kitchen table.

Agent: "May we go to the kitchen table? I have some very important information to share with you."

Opening questions that work every time...

The following questions help get the conversation started and create a warm-up which is appropriate to the sales presentation. Allow the prospect plenty of time to answer every question. Remember, this is not a quiz. It is meant to give the prospect time to relax and tell you about themselves.

Agent:

- ** "How long have you lived in this neighborhood?"
- ** "Do you have family living in the area?"
- ** "What did you do before you retired?"
- ** "If still working, "What kind of work do you do?"
- ** "Do you have any hobbies? What kind of things do you do to keep yourself busy?"

These questions serve several purposes:

1. By using these questions you can get the client to talk about him or herself.
2. It is not necessary for you to establish rapport on a common subject, as these questions work and are of interest to all prospects.

Step 3. Discovering & Responding to the Need

Your prospect understands that there is a need because they responded to the direct mail piece. After introductions and a 5-minute warm up - which can include small talk about the weather, their home, their favorite sport, hobby, or grandchildren - try to find a topic that you can compliment your prospect on, the compliment can be as simple as letting the client know that you think that their home or lawn is attractive. The reason for this is that people like to do business with people they like. Become a friend of your prospect, satisfy his or her needs, and you will become successful in this industry.

Magical Question - "Mr. or Mrs. Prospect what did you have in mind when you asked for more information?"

Let the prospect tell you in his or her own words what they believe are their needs. Resist the urge to talk until they have finished if you want to find out what they feel are their individual perceived needs.

Responding to the need - Now that you know what the prospect believes to be his or her needs you hold the key to responding to those needs. Most people like people who try to respond and fulfill their individual needs and wants. "What is in it for me?" After your prospect tells you his or her needs you should respond by telling them: **"Great, I'm positive I will be able to help you!"**

Now you can qualify their health and offer the appropriate program for their circumstances, then close the sale!

Step 4. Presentation

"Mr. or Mrs. Prospect, my responsibility today is to provide you the information you requested and provide you with options to cover your concerns about final expense costs and planning techniques.

We will work together to understand those costs and the best way to receive the largest amount of coverage for the least amount of money. Fair enough?"

Wait for response-which will be YES! **In order for me to accomplish this I need your permission to ask you a few questions, will that be okay with you?** Wait for response-which will be YES! Then start asking the following questions:

1. Please tell me your date of birth.
2. Your spouse's date of birth
3. Have you attended a funeral in the past 2 years? Yes or No
One spouse or both?
4. Who will be in charge of your own funeral arrangements someday?
Spouse, Daughter, Son, Relative, Friend, Partner, Don't know
5. Which do you think you'd prefer for yourself? Spouse?
Traditional Burial, Cremation, Undecided
6. For most people, the federal benefit for funeral expenses is still \$255 - unchanged since 1952-and only if you qualify. Do you think this is a reasonable amount given the cost of funerals today?
Reasonable, Unreasonable, Not Certain

How do you intend for your funeral arrangements to be paid? (You may choose more than one.)
Savings, Insurance, Relatives, Don't know
7. Are you aware that the average cost of a complete funeral is around \$10,000?
Yes or No
8. Do you have a written record of your final expense wishes? Yes or No

If the client says, "Yes" they have a written record, say "That's great!" What we can do today is update that information." (Go directly to filling out the Memorial Guide)

If the client says "No" then you can say, "That's why I am here today so that I can help you with that." (Go directly to filling out the Memorial Guide)

Complete the list of wishes and obtain an estimate of costs based upon life expectancy.

Step 5. Affordability

Now that the client has expressed interest in Final Expense insurance, and the amount of insurance has been established, we need to fund a plan that will fit the client's budget.

Agent:

"Mr. & Mrs. Prospect, now that we have uncovered the amount of final expense insurance you need, we must make it affordable so that it fits into your budget. Wouldn't you agree?"
(wait for a response... one that is usually yes)

According to your wishes, our brochure outlined a need for \$_____.

Note, we don't know if the prospect can afford that amount of insurance .

Simply ask the prospects how much money, on a monthly basis, they can afford.
(wait for a response)

If the client cannot or will not come up with a dollar amount, simply ask the prospect what would be affordable and suggest several amounts;
\$40 a month?, \$45 a month?, \$50 a month? (wait for a response)

Once the client has agreed on a dollar amount, you can move to the close.

If the client cannot or will not come up with a dollar amount, simply ask the prospect what would be affordable and suggest several amounts: \$40 a month? \$45 a month? \$50 a month? (Wait for an answer).

Step 6. The Close

Once the prospect has provided a premium dollar amount and has given you all the appropriate buying signals, it is time to close.

Client: I can afford \$40 a month.

Agent: Your response should be: "Let's see what \$40 per month will provide you in benefits. I will also show you a plan for your spouse."D

"We can raise or lower the payment or the benefits to best meet your needs."

Your goal is to provide your client enough insurance to cover the costs uncovered in our completed brochure. I will usually show the client three plans if their dollar amount does not cover the insurance needed.

See example below:

MONTHLY PREMIUM	INSURANCE AMOUNT
\$40.00	\$10,000
\$45.00	\$11,000
\$50.00	\$12,000

I will write these out and ask my client "Which one of these plans best fits your needs?"

Wait for a response!

Keep in mind that our goal as insurance professionals is to cover as much of the prospects need within the client's affordability comfort zone. If you don't oversell the prospect, your sales will increase.

Step 7. Taking the Application

Sometimes a prospect will object to completing the application.

Prospect: "I'm not sure I want to buy anything today."

Agent: "I do not know if you can qualify for coverage Mrs. Jones.
First we have to see if you qualify."

Use the application as a tool to increase sales.

Often agents will see the application as a problem to overcome. Properly used, however, it can be an excellent tool in helping to create urgency to buy. All applications specify certain health conditions which, if the prospect has these conditions, will make them ineligible for Simplified Issue coverage, but not for Guaranteed Issue. Pick out these conditions and use the application as your friend in the following way:

Agent: "Mrs. Jones, please listen carefully to what I have to say next.

Before we go any further, I've got to ask you some very important questions.

As you know, there are conditions which would make you ineligible for the coverage we have been discussing. I want you to tell me if you have been treated for any of these conditions."

(Read the medical questions on the application)

Continue through the application pointing out how great it is that they do not have these conditions because, if they had them now, coverage would not be available.

Ask which program they want to select.

Step 8. Dealing with Objections

No matter how good your presentation, from time to time, the client is going to have questions or objections. If you have anticipated these situations, the objections can be turned into a sale.

AN OBJECTION IS A REQUEST FOR MORE INFORMATION!!!!

Most objections can be anticipated and handled withing the presentation and the questionnaire. However, the following are the most frequent objections. At the end of each answer to an objection, ask the prospect to move ahead with the purchase.

Presence of Life Insurance Plan

Prospect:

"We already have life insurance to take care of this."

Agent:

"I want to congratulate you! You are one of the few people I've met who had the foresight and wisdom to buy life insurance so your spouse would not have to suffer a loss of income when you are gone. I'm amazed at how many widows have to change their lifestyle because they no longer have enough to live on. You've taken care of that and when you put this final expense program together with your other insurance, she will be able to use your life insurance for the purpose it was intended and will have even fewer financial worries."

Presence of a Pre-need Plan

This information may have been gathered during the Presentation and the ideas below should have been brought out in the Presentation.

Prospect: "I already have a prepaid funeral plan:'

Agent: "Great! Not many people think ahead like that. Let's set up a special program for a special need to make cash available for your family for the things that come up that are not in the prepaid funeral plan."

Name some items such as probate, travel of family members to the funeral service, a meal after the service, if desired. Remember this is covered in the presentation and should have been discovered in the warm-up.

Agent: "When someone dies, Mrs. Jones, there are always costs other than those of the funeral itself. Let's make sure (beneficiary's name) has the cash to cover these costs. Is _____ your full name?"

Savings account

Prospect: "We already have savings to take care of this.

Agent: "It has been determined that the last six months of a person's life are the most expensive, especially involving medical expenses that exceed health insurance benefits. It is difficult to know exactly what a person's financial situation will be in the future. The purpose of this policy is to guarantee a proper and respectful celebration of your life in a manner that meets your wishes.

Prospect: "We need to talk to our kids/family" or "My son/daughter handles my affairs."

Agent: "You have been around their entire lives and they can't imagine you ever being gone. They certainly don't want to talk or think about it. You know what's best for them and have more years of wisdom and insight into the realities of life and death. This could be the greatest act of love you could do for your children, and I can promise that in the years to come they will thank you for having done this."

OR

"You have been making your own financial decisions since before your children were born. They don't have your wisdom or insights into the realities of life and death, and quite possibly they do not want to deal with it. Their priorities may not be the same as yours. Let's put this in place for them now"

OR

"If there is any chance that they will not be able to agree on your final wishes (burial v. cremation, etc) it would be a kindness to them or other members of not to have them make these decisions. Some arguments leave long time family divisions."

OR

“That is a great idea. Let’s call them now to set a time that is convenient for them and us to get together to discuss this important decision.”

It costs too much. It’s too expensive.

Part of this has been handled by offering two programs.

Prospect: “It costs too much money.”

Agent: “Help me out, folks. I don’t know your budget or what you have in mind. We’re here to help solve a problem for your family, not to create a new one. We don’t want you to start something that you may not be able to keep, so give me an idea of what you would be more comfortable with and I’ll customize a program to fit your budget.”

OR

“If this amount is difficult, imagine how much more difficult it will be for your spouse or survivors to have to come up with the total cost of the funeral out of pocket at the time of death. A little at a time now probably makes more sense than that situation! You may be able to add more coverage later, if you wish, but it’s important to establish a program now while you’re still healthy.”

I want to think about it.

Prospect: “We need to think about it.” (This is a false objection and can’t be answered as is. You must find out what is really bothering them.)

Agent: “Let me take a moment and review what we’ve discussed to make sure I haven’t forgotten anything.”

You then should take a few minutes to review the highlights of the presentation and try to find anything they may object to or disagree with. If they are in agreement with what you discussed, then the real objection is usually that they can’t afford what you showed them, and you’ll probably have to offer them a lower premium choice, as noted above.

Question #1 - “If you were to die tonight, could your family use the money we are talking about - the \$12,000 this program would pay. Could they use the money?”

Prospect: “Yes, I think so:”

Agent: “Sure they could; anybody could”

Question #2 - “Would you rather our company provide this money than your family have to pay it?”

Prospect: "I would rather your company paid it:."

Agent: "Good! Let's get that set up for you."

Certainly these are not all the objections you will encounter but they are some of the more common. If you have ideas that will enhance what is contained herein, please let us know.

By dealing with objections as a request for clarification, you can uncover any hidden questions that went UN-discovered during your investigation. Remember your job is not to convince your client to buy, your job as a professional is to help your client become happily involved with their decisions and satisfying his or her individual, final wishes.

Step 9. Solidifying the Sale

Solidification Process

Many agents go through the work of finding the prospect and converting them to a sale, only to find that after they left the home, the client decided to drop the coverage. A proper solidification process can reduce cancellations.

- Go through what will happen next with the client.

Agent: "I will submit this to the home office. They may call and ask you the same questions I asked you on the application. I want you to know the call may come. (If the call was made during the application process, this does not apply) Then it takes about three weeks to get the policy. I will deliver your policy to you if I can. If not, it will be mailed to you to be sure you get it as quickly as possible."

After you have completed the sale, taken the application and put away their first month premium, it is important to congratulate your prospect on becoming a customer of a great company. Tell the prospect that they can rely upon you to provide excellent service to both the prospect and their family in good times as well as bad. Let the client know that you intend to continue to be their representative. Make sure your client has your phone number and other contact information.

Step 10. Referrals

True professionals always ask for referrals. If you believe that you are truly helping your prospect then it is your duty to offer your services to the friends and family of your client. Don't be embarrassed about asking for referrals! Simply say to your client "I am pleased that I was able to help you with this plan; do you have any friends or family that may need my help?" If your client says something like "I don't want to bother them etc." Your response should be "When I call referrals, I always let them know that you thought enough of them to ask me to see if I could benefit them the same way I benefitted you."

Refferals Work Half the Time and Make You Twice the Money

Referrals allow you to work in one geographic area longer and to consequently be more efficient. Referrals are easier to obtain in this marketplace. Referrals reduce prospecting cost.

So why do so few agents have a systematic plan for generating referrals? The reason is that the traditional referral method wherein the agent asks the client "Who else do you know who might be interested in this coverage?" is as difficult to master as the sale itself. Most people do not know their friends' and neighbors' financial affairs. And meddling in their affairs is one sure way to lose friends

By converting neighbors to referrals, the agent can reduce the prospecting cost per sale by more than 30%.

The organization method and the presentation system are techniques being used by successful Final Expense sales people today. Like every skill, their usage improves with practice. Used every day, they are proven to increase Final Expense sales.

Disclaimer

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