



Final Expense Remote Sales



Overview

As an overview of guiding you as the agent in Final Expense telesales, especially when working with leads, it's crucial to convey effective strategies for a successful sale. Let's go through a synthesized script that integrates these key strategies:

1. **Building Rapport:** Initially, spend about 25-30 minutes solely on building rapport with the prospect. This part is vital as it sets the tone for the entire conversation. You want to make sure that during this phase, the agent is engaging in a natural, friendly conversation that makes the prospect feel comfortable. Emphasize to the agent the importance of understanding the prospect's needs rather than rushing into product details.
2. **Assuming Control with Confidence:** Train your agent to take control of the call in a confident yet non-pushy manner. This includes using phrases that indicate urgency, like "I'm happy to help get this application started for you today", without sounding desperate. This step is about guiding the conversation confidently towards the product.
3. **Using Take Away Language:** Teach the agent to use 'take away' language that piques the prospect's interest without appearing aggressive. Phrases like "If you can qualify" or "Let's see if we can get you qualified" are less intimidating and can make the prospect more curious and engaged.
4. **Trial Closes:** Instruct the agent on using trial closes throughout the call. These are questions like "Does that make sense?" or "How do you feel about what we have discussed so far?" This technique is effective in getting the prospect to start agreeing and getting comfortable with saying 'yes'.
5. **Listening, Acknowledging, and Praising:** Perhaps the most crucial aspect is to listen, acknowledge, and praise the prospect. Teach your agent the importance of genuine listening, responding to the prospects' concerns, and offering praise or empathy where appropriate. For example, if a prospect talks about their medical history, responding with an empathetic comment can go a long way in building trust.

Remember, these strategies are not rigid steps but guidelines that should be adapted to each unique call. The key is to make the prospect feel heard and understood while confidently guiding them towards the benefits of the Final Expense insurance. Make sure you, the agent, tailor your approach to each prospect's situation and needs for successful outcomes.

Concept

Here's a comprehensive script for Final Expense telesales, taking an agent from dialing the number to closing the sale, based on various expert sources:

1. Initial Contact:

- Start with a friendly introduction and reference the prospect's interest: "Hi, [Customer Name]. This is [Agent Name] with [Company Name]. I'm getting back to you about the final expense insurance information you requested [lead source]. How are you doing today?"

2. Building Rapport:

- Spend 10-15 minutes building rapport. Ask about their location, family, hobbies, and share a bit about yourself. For example, "What part of [State] do you live in? Do you have family nearby? Do you get to see them often?"

3. Pre-Qualifying the Prospect:

- Ask specific questions to determine if the person is a qualified buyer. Questions should cover their need for a burial policy, desire to protect loved ones, health conditions, and budget. For example, "Do you feel a need for a burial policy? What's your budget for monthly premiums?"

4. Ask Disturbing Questions:

- Lead with questions that get to the core of what matters to the prospect, making them think about their needs and desires for the insurance. For example, "Have you considered how your loved ones will manage financially in your absence?"

5. Frame the Presentation Around Hot Buttons:

- Use the information from pre-qualifying to address the prospect's specific concerns. Emphasize emotional aspects like peace of mind and avoiding burdens on loved ones. For example, "Our plans ensure that your family won't face financial difficulties in case of your unexpected departure."

6. Sales Presentation:

- Overcome potential objections in your presentation. Address common concerns like budget limitations early in the conversation. Ask, "If I can qualify you for a program, can you afford \$80 to \$100 a month?" This helps avoid budget objections later.

7. Closing Technique:

- Use a simple but effective closing technique. Present three options within their budget and ask which one they prefer, such as "Here are three options that fit your budget, which one do you like best?"

8. Handling Objections:

- Build internal tension rather than applying external pressure. Revisit the hot buttons and emphasize the importance of being prepared. For example, "As we age, our health can change unexpectedly, and being prepared now is crucial."

9. Cool Down:

- After closing the deal, engage in a cool-down conversation to reduce buyer's remorse. Talk about non-sale related topics to leave the client with a positive feeling about the interaction, like "I really enjoyed our conversation about [topic]. It's great to hear someone so passionate about [their interest]."

This script amalgamates various expert strategies and should be adapted to suit each individual call, ensuring a smooth journey from the initial contact to the successful close of the sale.

Final Expense Telesales Script

Stage 1: Opening and Building Rapport

Hi [Prospect's Name], this is [Agent's Name] from Senior Benefits Solutions. I'm giving you a call because you recently requested some information about our final expense program.

Just to give you a little background about me, I'm a licensed insurance agent here in your state, and I'm actually local to the area—I live right here in [City]. Are you familiar with that area?

What I do is simple—I help folks over the age of 50 find affordable final expense coverage, so their families won't have to worry about burial or cremation costs. But before we dive into all that, how are you doing these days with everything going on? Is there anything I can help with?

Do you have family or friends nearby who help out?

I know we're just meeting, but if there's anything you need—whether it's advice or even running an errand—I'm happy to assist. Some people I've talked to have had trouble getting out and about lately, so I always like to offer my help.

By the way, are you originally from this area? How long have you been living here? What did you retire from? And when you're not dealing with all this craziness, what do you enjoy doing for fun?

Note: Spend extra time on rapport-building when selling final expense insurance over the phone. Open-ended questions are key here, as they allow the prospect to share their feelings and experiences. Establishing trust is crucial before moving into the next stages.

When the prospect appears relaxed or is laughing at your jokes, this is the perfect time to proceed into the Introduction.

Transition to Introduction

Now that we've talked a little about you, let me tell you more about myself and what I do.

As I mentioned, my name is [Agent], and I'm an independent, licensed life insurance agent. My license number is [ABC123], and I've been in the business since [Year].

My focus is on helping people like you get affordable final expense coverage to make sure burial or cremation costs don't fall on your family's shoulders.

One of the reasons people choose to work with me is because I'm a broker.

Have you heard of that before? Essentially, I'm not tied to any one company like State Farm or American General. Instead, I work with a variety of insurance companies, and that allows me to shop around and find the best plan for you in terms of both price and value.

I help my clients get the most bang for their buck.

Transition to Fact-Finding

Now, let's talk about why you reached out. Most people who request information about final expense insurance are concerned about the rising costs of funerals and want to make sure their families aren't stuck paying for it. When you requested information, what were your thoughts or concerns?

Encourage the prospect to open up by asking more follow-up questions like: "Can you tell me more about that?" or "When you say you were curious, what did you mean by that?"

Here's a helpful question: *"What experiences have you had with funerals in your family?"*

If they share a story about a family member not having insurance, follow up with: *"How did your family manage with your brother's burial costs?"* Then ask about the emotional side: *"How did it feel, knowing your family had to come up with that money?"*

This naturally leads to: *"Do you think things would have been different if your brother had insurance to help cover those costs?"*

Other Open-Ended Questions:

Here are some open-ended questions and statements that will help deepen the conversation, allowing the prospect to think more deeply about their needs. Feel free to ask these during the introduction or as you move into the fact-finding stage:

- **"What would you want your new life insurance program to accomplish?"**
This question helps you understand what their personal goals are for the coverage, whether it's strictly for funeral expenses or if they have other financial concerns in mind.
- **"Who do you have your existing life insurance coverage with?"**
Once they answer, continue with: *"Great! And what's the name of the company? How much coverage do you have? How much are you paying per month? Is it a whole life or term life policy? Do you know if it cancels at age 80? Why don't you grab the policy so I can compare what you have to what I offer."*
- **"Do you want to be buried or cremated? Are you aware of how much the average funeral costs?"**
This question transitions into a discussion about rising burial costs and the importance of having adequate coverage. You can follow this up with some information to build urgency:

"I'd like to share some recent prices on the high cost of burial. Over the last 30 years, final expenses have increased by 2.5 times. You know how everything seems to get more expensive, right? Well, the same thing is happening with burials."

"For example, a \$5,000 burial back in 1986 now costs about \$12,500! That's pretty crazy, isn't it? And it's only going to keep rising."

"If prices continue at the same rate, what costs around \$11,000 for a funeral today in 2020 will likely jump to \$22,000 by 2040!"

"The same thing is happening with cremation. Right now, a cremation costs around \$4,500, but by the time prices double, you could be looking at \$9,000."

"That's why it's so important to plan ahead and make sure you have enough coverage to protect your family from these increasing costs."

- **"Now, beyond just covering burial costs, do you have any other reasons you might want more coverage—maybe to help cover medical bills or other expenses?"**
This question opens the door to discussing whether they have other financial goals tied to the policy, such as leaving money behind to cover debts or medical costs.

Probing questions like these will get to the emotional core of why they are looking for insurance. It helps tie their experience to the importance of final expense coverage.

Overcoming Initial Stalling

Sometimes when you ask prospects about their thoughts or concerns, you might get responses like:

- “I was just curious.”
- “I just wanted to see what this was about.”

When you hear vague responses like these, you can use the **3 Reasons Script** to guide the conversation and get more meaningful information from the prospect. Here’s how you can approach it:

“Mr./Mrs. [Prospect’s Last Name], when I talk to people who send in this kind of request, they typically fall into one of three situations:

- 1. The first group knows they don’t have any coverage in place right now. They’re worried about what would happen if they passed away unexpectedly and don’t want their loved ones to be stuck paying for their funeral.**
- 2. The second group has some coverage already, but they’re concerned it’s not enough due to rising funeral costs, or they might be paying too much for what they have.**
- 3. The third group has plenty of coverage but wants to leave a little extra behind for their family or loved ones.**

So, my question to you is: out of those three situations, which one do you feel fits you best?”

Once the prospect gives their answer, follow up with more specific questions based on their response:

- **If they say Reason 1 (No coverage):**
“So, what you’re telling me is, if something happened today, there’s no policy or savings set aside to cover your final expenses, right? No protection at all for your family?”
 - **If they say Reason 2 (Some coverage, but not enough):**
“I see, that’s great that you already have some coverage! A lot of people I talk to don’t have anything at all. Now, what makes you feel like you might need more than what you currently have? Is it because funeral costs have gone up, or are you concerned about overpaying for your current policy? Can you tell me how much coverage you have, and which company it’s with?”
 - **If they say Reason 3 (Plenty of coverage, but want to leave extra):**
“That’s fantastic! It’s not often I talk to someone who already has enough coverage in place. What’s your reason for wanting to leave extra behind? Who are you planning to leave that to? And how much extra coverage are you thinking about?”
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Devil’s Advocate Questions

At times, you might encounter resistance or prospects who claim to have plenty of insurance already. Use these questions to cut through hesitation:

“Mrs. [Prospect’s Last Name], it sounds like you’ve already got plenty of insurance in place—probably more than most people. You’ve got \$25,000 in coverage, which is more than enough to cover any burial costs. So tell me, why are you interested in more insurance?”

This question helps filter out prospects who are simply not serious, while encouraging others to open up about their real needs.

Wrapping Up the Fact-Finding

After you’ve gathered the key details from the prospect, summarize their situation:

“Okay, Mrs. [Prospect’s Last Name], let me make sure I have this right. You’re looking for enough coverage to take care of your burial because you don’t want your family to be burdened, like your brother’s family was, correct? You’re not looking for too much because you want something affordable, and you don’t want to make your kids rich—just give them peace of mind. Is that about right?”

Once confirmed, transition into the next step:

Transition to Pre-Qualifying Questions

"Great! Now that I understand your situation, let me ask a few health-related questions so I can find the best plan for you."

- What's your birth date?
- Have you used tobacco in the last 12 months? What kind?
- Any history of lung problems, such as COPD or emphysema?
- Any diabetes? Do you take insulin or pills?
- Any history of heart problems? Strokes, heart attacks, pacemakers, stents?
- Have you been hospitalized in the past year? Any overnight stays?
- Any history of cancer? Ever?
- Any neurological conditions like Alzheimer’s or Parkinson’s?
- What’s your height and how skinny are you?
- Lastly, could you grab your medications and spell them out for me?

Bank Draft Question

"One quick thing: Insurance companies no longer send agents out to collect payments like they used to, so most of them require a bank draft to make payments. Do you use a bank or a credit union?"

Budget and Affordability

"Now, let’s talk about price. I want to be completely honest with you—most of the people I talk to are either on disability or retired, so I understand that everyone is on a fixed income. Life insurance is important, but it’s equally

important to find something you can afford long-term. After all, the best policy is the one that's still in place when you pass away, right?"

"If I can find you a program that works, can you comfortably afford \$150 to \$200 a month?"

If that's too high, adjust the number: "Okay, how about if I can qualify you for \$100 to \$125?" Continue lowering until they agree on an amount that fits their budget.

Now is the time you should be running the Quoter with the health conditions and medications to narrow down the carrier choices.

Transition to Presentation

"Now that I have a good idea of your budget and what you're looking for, let's talk about the different types of insurance and how they work. You've probably seen a lot of ads on TV or gotten junk mail about life insurance, right? The truth is, not all insurance is the same. Some programs are better than others, and it's important to know the facts before deciding which is best for you."

"Do you know the difference between term life insurance and whole life insurance?"

If they're unsure or don't know, explain:

"That's okay—most people don't. Let me walk you through it."

"For example, have you heard of AARP? They offer a type of life insurance called a Level Term policy. The easiest way to remember how term insurance works is to think of the word terminate. Term life insurance cancels at a certain age, no matter how healthy you are. With AARP's policy, your coverage cancels when you turn 80."

"It doesn't matter if you're in perfect health or if you're just a few days away from turning 80—your policy will cancel, and you won't get your money back. But it gets worse. Policies like AARP's actually increase your premiums over time. They start off cheap to get you in the door, but when you're older and on a fixed income, they raise your premiums, hoping you'll drop the coverage so they don't have to pay the claim."

Use a personal example if you have one:

"For instance, I had a client who had an AARP policy for 15 years. When she turned 76, her premium jumped from \$50 a month to \$140 a month—can you believe that? She was on a fixed income and had to choose between paying her life insurance or her utility bills and medication. That's a terrible position to be in, right?"

"Now, are you planning to pass away before or after 80?"

This question often catches people off guard, so they'll usually say "after," or "I don't know."

You can then respond:

"Exactly! None of us know when our final day is going to be. So, what's the point of having a policy that cancels before you need it?"

"That's how term life insurance works. Now let me tell you about another program you may have heard of—Colonial Penn."

"They advertise something called '**Guaranteed Acceptance**' life insurance. It sounds simple enough—no health questions, and you just sign your name to get coverage. But when you read the fine print, it's a different story."

Let me explain:

"The fine print says that there's a reduced death benefit for the first two years. This means that if you pass away from natural causes in the first two years of having the policy, your family will only get back what you've paid in premiums, plus a little interest. So, you're basically covered only for accidental death in the first two years."

"If you think about it, it's the opposite of term insurance."

"Now that we've talked about term life insurance, let me explain another option you may have seen advertised—**Colonial Penn's Guaranteed Acceptance** policy. They often promote it with a **\$9.95 per month** price, which sounds simple and affordable. But here's the catch: that \$9.95 only buys you **one unit** of coverage, and the amount of coverage you get per unit decreases as you get older.

For example:

- At **age 60**, one unit provides about **\$1,000** in coverage.
- At **age 70**, one unit provides around **\$700** in coverage.
- By **age 75**, one unit drops to **\$600** in coverage.

So, if someone at age 75 wanted **\$10,000** in coverage, they would need to buy about **17 units**, which would cost them **\$169.15 per month** (17 units at \$9.95 each)—much higher than the advertised \$9.95.

On top of that, during the first two years of the policy, if you pass away from natural causes, your family won't get the full death benefit. Instead, they'll only receive the premiums you paid, plus a small amount of interest. So, even though it sounds affordable and straightforward, the reality is that it can end up costing a lot more, and it may not fully protect your family when they need it.

Share another story if relevant:

"I had a client whose father had a Colonial Penn policy. He passed away 12 months after getting the policy from a stroke. His son thought everything was covered, but when they took the policy to the funeral home, they realized it wouldn't pay for his funeral. The family had to borrow money just to give him a proper burial. That's not a situation anyone wants to be in, right?"

"Now let me tell you what I offer."

"I work with companies that offer Final Expense Whole Life Insurance. There are three major benefits to this type of insurance:

1. **Day 1, 100% coverage:** From the very first day your policy is active, you're fully covered—there's no waiting period for natural death like with Colonial Penn.
2. **It never cancels** due to age or health: As long as you pay your premiums, your policy will stay in place, whether you pass away at 75 or 105.
3. **Your premium is guaranteed** never to increase: No surprises, no increases—you'll always pay the same amount each month for as long as you have the policy."

Share another relevant story:

"I had a client who purchased a policy at 85 years old. He was in great health but passed away from a heart attack six months later. Because he had a final expense whole life policy, his family didn't have to worry about anything—they had peace of mind knowing his funeral was taken care of."

"So, out of all the options we discussed—AARP's term life that cancels at 80, Colonial Penn's guaranteed acceptance that makes you wait two years, or the whole life policy I offer with full coverage from day one and fixed premiums— which one do you think fits your needs best?"

Wait for the prospect's response and reinforce their decision by saying:

"Exactly. It's all about the guarantees. The other programs are a gamble, but with this policy, you're guaranteed peace of mind."

"Now that we've talked about the coverage you need, let me take a few minutes to find you the most competitive rate."

At this point, you should be looking up the best options based on the client's health and budget. Take your time to carefully choose the best carrier and product for them.

Presentation When The Client Only Qualifies For Guaranteed Issue

Now that we've talked about term life insurance and how Colonial Penn's \$9.95 program works, let's move on to another type of insurance—**Guaranteed Issue Whole Life Insurance**.

Sometimes, based on health or other factors, people may only qualify for a Guaranteed Issue policy. But here's the good news: even if you have some health conditions, **you can still qualify for coverage**. Let me explain how this type of policy works—it's important to know both the positives and the limitations so that you can make the best decision.

First, the good news:

- **You're guaranteed to be approved**, no matter your health. That's why it's called "Guaranteed Issue." As long as you can sign your name and meet the age requirement, you can get coverage.
- This is a **whole life policy**, meaning it will never cancel due to age or health. As long as you pay your premiums, you're covered for life.
- Your **premium is locked in**—the price you start with will never go up. This means you don't have to worry about your payments increasing as you get older or your budget gets tighter.

Now, let's talk about the other side:

Because the policy doesn't require health questions or a medical exam, there's a **two-year waiting period** for full coverage. During this time, you're only covered for accidental death. If you pass away from natural causes within those first two years, the insurance company will return all the premiums you've paid, plus a little interest—so you're not losing out.

But here's the important part: **after the two years are up**, you're fully covered for both natural and accidental death. At that point, the policy can never be canceled, and the full death benefit will be paid to your loved ones.

Now, here's a helpful way to think about it:

"I've found that most people who consider Guaranteed Issue fall into two groups. The first group may not like the idea of the waiting period and prefers to take their chances. The second group understands that even though there's a short waiting period, **two years fly by quickly**, and after that, they have the peace of mind knowing they're fully protected for life."

My question for you is, which group do you feel you fit into?

Closing and Handling Objections

Once you've walked through the presentation and provided the client with their options, it's time to move into the close. Here's how you can confidently guide them toward making a decision:

Closing:

"Alright, now that we've gone over everything, let me tell you a bit more about the company you qualify for."

"The company is called **[Insurance Company Name]**, and they've been around since [Year]. They're an A-rated company with a long history of financial strength, so you can trust that they'll be here when your family needs them. The plan you qualify for is their best-priced option, called **[Plan Name]**, which includes all the benefits we've discussed: day-one coverage, guaranteed lifetime coverage, and no premium increases."

"So, let me ask you—of the options we've discussed, which plan do you feel most comfortable with?"

After you present the options, the client may have some concerns or objections. Here's how to handle the most common ones.

Handling Objections:

1. "I need to think about it."

"That's totally understandable, Mr./Mrs. [Prospect's Last Name]. But when you say you need to think about it, what part exactly do you feel like you need to think over? Is it the coverage, the cost, or something else?"

If they indicate they're unsure about the coverage: "I can tell you've been thinking carefully about this, and that's great! Just remember that something in place is always better than nothing, right? and we can always adjust the coverage later if needed. How about we start with the lower option for now? That way, you're covered, and we can always add more coverage down the road. So, who do you want your beneficiary to be?"

2. "I need to talk to my kids."

"I completely understand that, and it's great that you want to involve your children in the decision. But I'm sure they would agree that having something in place is better than leaving the burden on them, right? How would you feel if they had to come up with \$10,000 out of pocket for your funeral?"

“So, here’s my suggestion—Mr./Mrs. [Prospect’s Last Name] I’m sure we can both agree that your children would feel much better knowing you have coverage in place, right? Imagine how difficult it would be for them to come up with \$10,000 unexpectedly for your funeral. And I’m sure you wouldn’t want your grandchildren to have to step in to cover those kinds of expenses either, would you? Let’s get you qualified for the plan today. Then, you can show it to your kids and let them know that you’ve taken care of this important step. If they have any questions or concerns, I’m more than happy to talk with them directly and explain everything.”

Once you've addressed their concerns, close with confidence:

Final Close:

"Great! So let’s go ahead and get you set up. I’ll just need a few more details to complete the application. Who would you like to name as your beneficiary?"

After gathering that information, continue: "The good news is, there are no medical exams, no blood or urine tests—just a quick phone interview with the insurance company to finalize everything. Once that’s done, you’ll be fully covered."

Close and Cool-Down

"Okay, so we’ve got you set up with \$12,000 in coverage at \$50 a month. That premium will never go up, and your coverage will never cancel. Here’s my name and phone number—feel free to reach out anytime with any questions."

"Do you have any questions right now? How do you feel about the coverage and the price? Does this fit your budget comfortably?"

To wrap things up, talk about something unrelated to the policy for a few minutes to leave on a friendly note. For example:

"So, now that we’re done with the paperwork, do you have any fun plans for the weekend?"

This script is designed to be a guide and should be adapted based on the specific interaction with each customer. It covers building rapport, understanding customer needs, presenting options, handling objections, closing the sale, and ensuring a positive end to the conversation to reduce buyer's remorse.