

Understanding the Flip Chart Presentation and How To Use It

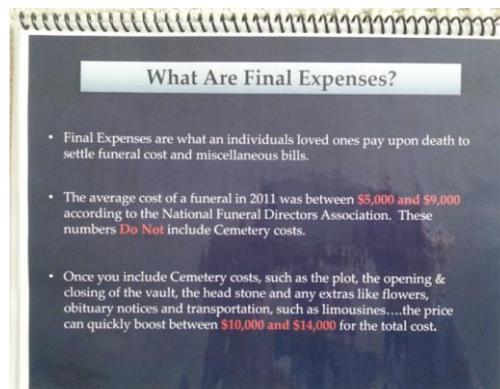


This flip chart, when used properly is a repeatable presentation that will increase your chance of success exponentially. Master this presentation and the information in it. You should know this presentation backwards and forwards. PREPARATION is one of the three keys to success.

You Can Make Your Own Flip Chart Presentation:

Call your local Fed-Ex Kinkos office. Ask them for their email address. Email the PDF file of the Flip Chart Presentation. Ask them to:

- 1) Print in color
- 2) Laminate each page
- 3) Small plastic spiral ring bind
- 4) Should only cost about \$15



The Flip Chart Presentation is specifically designed to help walk you and the client through the final expense process. Using the Flip Chart properly will help guide your client into the close. The presentation is designed to pre-emptively overcome objections before they come up.

Once you have completed STEP 1 and STEP 2 in the sales process you will move into STEP 3 which is the Final Expense Flip Chart Presentation.

Why Do Most People Request Final Expense Coverage "Expected Benefit"?

1. You don't have any Protection or Final Expense Plan and your worried about leaving a large bill to your loved ones.
2. You have some Protection or Final Expense Plan but could use more. Perhaps your coverage is outdated, not enough, or the wrong type of coverage.
3. Maybe you have enough coverage for your Final Expenses but want to leave a small benefit for someone special like a child, grandchild or great grandchild.

Which one of these 3 best apply to you?

Before you begin with the 1st page of the Flip Chart.....you will need to set the stage. Setting the stage has a subconscious effect with your prospect. You are letting them know that there are literally thousands of people doing the same thing that they are doing....planning ahead.

Set the stage by using the following:

Items highlighted indicate a script to use.

Make sure the Lead Card is on the table and say:

We get about 5000 of these cards every single week. We wanted to find out why this program was so well received in the community...so we did a survey and asked (Read the top of the page) "Why do most people request final expense coverage, the expected benefit?" It's called the Expected Benefit because we all expect to pass away eventually...(they will typically shake their head in agreement) and the first thing we do when we pass away is create a debt that someone else has to pay.

Here are the top 3 answers why most people will request Final Expense coverage. Simply read the 3 reasons on the page and then ask "Which one of these 3 best apply to you?"

This will most likely let you know exactly what direction the appointment is going to go in. If they say #1....confirm their answer is a very common answer and move to the next page.

If they say #2....explain that ***"we expect most people to have some type of coverage especially in this market".***

Pull out a pen and open your pad folio and ask the following:

1. ***How much coverage do you currently have?***
2. ***Who do you have your coverage with? (insurance company)***
3. ***How long have you had your coverage?***
4. ***How much are you paying for your coverage?***
5. ***What type of coverage? Whole life / Term?***

Move to the next page.

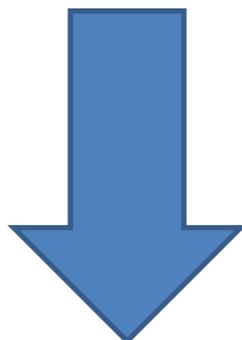
If they say #3...You will need to confirm all of the same above questions 1-5. If they in fact do have all of their final expense needs taken care of and you confirmed that it is whole life and you cannot offer them a better policy....there is no real reason to continue with the flip chart presentation. Find out how much they are looking for and move forward to STEP 4 of the sales presentation.

The 3rd page is an educational page. This page lets your client know the average cost of Final Expense. This way, you and the prospect are on the same page and you can plan properly. Simply read this page word for word.

What Are Final Expenses?

- Final Expenses are what an individuals loved ones pay upon death to settle funeral cost and miscellaneous bills.
- The average cost of a funeral in 2012 was between **\$5,000 and \$9,000** according to the National Funeral Directors Association. These numbers **Do Not** include Cemetery costs.
- Once you include Cemetery costs, such as the plot, the opening & closing of the vault, the head stone and any extras like flowers, obituary notices and transportation, such as limousines....the price can quickly boost between **\$10,000 and \$14,000** for the total cost.

After you read the 3rd page. Ask the client **“Are those numbers (\$10,000 - \$14,000) what you’ve seen or heard before?”** Almost everyone will tell you that those are the numbers that they have heard before. This is also where someone will tell you if they plan on having a cremation. If they want a cremation, the presentation should still be the same; you will simply present lower policy amounts. They should still have a minimum \$5,000 policy to protect their loved ones. Remember, a cremation may only cost \$2,000-\$4,000 in today’s dollars but if you’re talking to a 65 year old, you need to plan for increasing costs over the next 15-20 years which is when that 65 year old is most likely to pass away.



Page 4 is what makes these policies better than the competition such as AARP, Colonial Penn and Globe Life. This page lets the prospect know what the benefits are:

All Of These Regulated Policies Have Features That Are Necessary For Secure Final Expense Protection

1. Affordable premiums through **DISCOUNTS** (such as using a local bank)
2. Premiums are **GUARANTEED Never to Increase** regardless of any changes to your age or health.
3. Death Benefit is **GUARANTEED Never to Decrease** regardless of any changes to your age or health.
4. Benefits are paid directly to your Beneficiary **Income Tax Free**.
5. Policy is **GUARANTEED Never to be Cancelled** because of any changes to your age or health and it is completely portable if you move.
6. These are all **WHOLE LIFE** policies that accumulate **Cash Values** that can be used for emergencies or other financial needs.
7. No Medical Exam or Doctors records necessary to qualify.

How many discounts do you qualify for.....?

Read this page word for word.

Notice that question 1 is specifically designed to help you determine, upfront, if the client has a bank account. This is important information!! If the client doesn't have a bank account, you must use American Amicable. They will allow you to set up a monthly direct bill where the client can pay with a money order. Understand that you will not be paid on an advance commission rate...you will be paid as earned when the client pays on a direct bill.

After you read question 2, say **"this will allow you to budget your payment for the long term. The last thing you need is a bill that will increase over time."** That statement will subconsciously let them know that you are sensitive to their financial situation. Remember, almost everyone you meet with will most likely be on a fixed and limited income.

Question 3...**There are many types of reducing benefit policies. You can be confident that the benefits that you choose today will never reduce or change over time.**

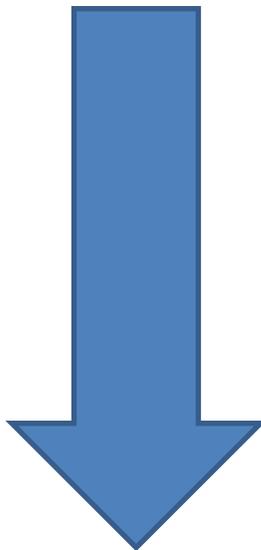
Question 4... There is no Federal, State or Local tax levied on the benefits received by life insurance. ***“That means that you are not leaving a financial burden with your loved ones or who ever is responsible for taking care of your final affairs.”***

Question 5...This is the Most Important Point. ***“Unlike term insurance.... This policy will never cancel or end. You will have this policy for the rest of their life and is guaranteed to be there when your family needs it the most. Unlike car insurance that can be cancelled or premiums increased due to accidents...this policy can never be changed due to any changes to your age or health.”***

At the bottom of the page you will see “How many discounts do you qualify for?”. At this point in the presentation, you are going to go to Step 4 of the sales process which is the qualification. This is where you will determine which product will be best for the client.

Say to the client, ***“Now, let's see how many discounts you will qualify for” ...How's your overall health? Have you ever had a Heart Attack, Stroke, Cancer, Diabetes?*** These are the main things that you can start with. It's okay if they have had a Heart Attack or Stroke or Diabetes. You just need to know how long ago they had those events or when they were diagnosed.

At this point...pull out the Transamerica Life application and start asking the health questions to determine whether the Preferred, Standard or Graded policy is best.



Only use the following pages to support your presentation if objections arise or you feel the need to further educate the client.

**The First Thing We Do When We Pass Away
Is Create A Debt That Someone Else Has To Pay**

There Are Only 4 Ways To Pay For This Debt

1. **Do Nothing:** You could pass this burden on to your spouse, children, or grandchildren. However, most families are living paycheck to paycheck. Adding \$10,000 or more of expenses could wipe them out financially or, at the very least, put a huge burden on them.
2. **Use Money That You've Saved All Your Life:** If a major illness or nursing home should become involved, that could wipe out your savings in a blink of an eye.
3. **Pre Pay At A Local Funeral Home:** This option can be VERY COSTLY! If you don't have the funds to pay the cost in full, you will have to make payments to the funeral home with the possibility of finance charges being added to the balance. If you happen to pass prior to the balance being paid in full, your loved ones will be responsible for the remaining balance all at once. Even worse, the funeral home knows that your loved ones will not be shopping for the best price because they will be making decisions under duress.
4. **Acquire A GUARANTEED Final Expense Plan:** This is ultimately the BEST option available to you. You can make affordable monthly payments into a whole life program that provides a death benefit in the amount of protection you desire. When you pass, your loved ones will have NO PAYMENTS REMAINING even if you passed the day after approval. Your rates and benefits will always be GUARANTEED never to change!

This page should be used to overcome any objections that may arise during the presentation. You can choose to use this during the presentation or choose to use it once the objections come up.

**Common Questions:
When Planning for Final Expenses**

Q - Is there a downside to waiting on setting up a Final Expense Policy?
A - YES. The cost of coverage is based on your age and increases as you get older. You will never be as young as you are right now, so waiting will only increase your monthly premium. Also, qualifying for a policy is based on your health. There is no guarantee that your health will remain the same and you will be eligible for coverage at a later date. Based on this information, purchase as much coverage as you can comfortably afford today.

Q - What if I can not afford the full \$10,000 to \$14,000 of coverage that I need?
A - We only recommend that you purchase a policy that you can comfortably afford to pay on a monthly basis. Many people will set up a "STARTER" policy first. This will give you some protection now with the hope that you will be able to add more coverage when you can.

Q - Is this a Term Policy?
A - NO. We would never recommend or offer a term life insurance policy for final expenses. By guaranteed, we mean that the premiums and benefits will never change and will be there for the rest of your life.

This page should also be used to help support your presentation. As these objections arise...use this page to help validate their concern and answer their objection with the answer provided.