

9 Step Sales process



Preparation is the key to success

If you can master this 9 step sales process, you will increase your chance of success exponentially.

Sales professionals never “wing it”. Going into the appointment with a game plan and strategy is better for you and the client.

1. BUILD RAPPORT



- Building a relationship with a senior client is one of the most important steps in the Final Expense Sale. “People don’t care how much you know until that know how much you care”!!
- Spend a minimum of 5-10 minutes getting to know your client
- Building rapport suggestions:
 1. How long have you lived in your home?
 2. Did you grow up in this area?
 3. How long have you been married?
 4. How did you and your spouse meet?
 5. How many children/grandchildren/great grandchildren do you have?
 6. What did you do for work before you retired?
 7. What do you do for fun?
 8. What are your hobbies?
 9. **What do your children do for work?** (important for over coming objection later in presentation)
 10. Do you children live close by?

2. Warm Up to Presentation



- This technique is used to transition from Step 1. **BUILDING RAPPORT** to step 3. **THE FLIP CHART PRESENTATION**.
- (Assuming you already warmed up and got them to smile, it's time to transition to the Presentation by establishing the value of your prospect's needs by saying the following...

“Mr. Prospect, we understand that you filled out this card because you are interested in how you can leave a legacy, rather than a burdening bill, to your family upon your passing. That said, my job is to now guide you in finding the right State approved plan that perfectly caters your needs and then walk you through the simple enrollment process that doesn't require an examination! We have received over 5000 of these mailers back this week and would like to know which of these 3 options fit you best. Typically, there are 3 reasons why someone would take the time to fill this out and send it back to us.

#1 They don't have any insurance and they're looking for some

#2 They have a little bit, but looking for a little bit more

#3 They have a decent amount but looking to add a special benefit for their loved ones

Mr./Mrs. _____, which category would best define your need?

- Great, let me show you how this program works! (Continue with Flip Chart)

3. FLIP CHART PRESENTATION



- The F.C.P. is specifically designed to walk you and the client through the sales process that will ultimately lead you into a closed sale.
- The 1st page of the flip chart will allow you and the prospect to realize what their needs are.
- The 2nd page educates the prospect on the current total costs of final expenses.
- The 3rd page educates the prospect on the guarantees that this policy offers.
- The 4th page is designed as a back-up resource in case the client needs further education on why a Final Expense Policy is the best option.
- The 5th page is designed to answers common questions.



If used properly, by the time you finish the F.C.P., you will know exactly what the client has and what the client needs. The client will know what they should have and the client will understand all of the benefits that this policy will offer.

4. Qualification Process



- The Qualification Process of the sale is where you determine which product will best fit the needs of the client based on their current health status.
- By simply using the application and reviewing the health questions, you will be able to determine which product will best fit the client
- Review the Flip Chart Training Module (on YIG website under F.E. Training tab) to learn how to properly **transition from the Flip Chart Presentation to the Qualification Process.**

Once you find out which product the client is most likely to qualify for, you will then move into **STEP 5...PRICING OUT OPTIONS**

5. PRICING OUT OPTIONS & SOLIDIFY SALE



Once you know which product the client will qualify for....you will now show them 3 options for them to choose from.

The options will be priced out from highest, to lowest cost.

This will give the prospect the feeling of being in control. It is always better for the client to pick an option rather than you tell them what you want them to have.

At the end of the day, the only thing that matters is that the client obtain some coverage and that they can **comfortably afford** it. If you **over-sell** the policy, you are all but guaranteed the policy will lapse in 3-6 months causing you a charge-back and a client that has no life insurance.

2018 Final Expense Benefit		
Option 1	Option 2	Option 3
<input type="checkbox"/> Natural Passing	<input type="checkbox"/> Natural Passing	<input type="checkbox"/> Natural Passing
<input type="checkbox"/> Accidental Passing	<input type="checkbox"/> Accidental Passing	<input type="checkbox"/> Accidental Passing
<input type="checkbox"/> Nursing Home Benefit	<input type="checkbox"/> Nursing Home Benefit	<input type="checkbox"/> Nursing Home Benefit
<input type="checkbox"/> Terminal Illness	<input type="checkbox"/> Terminal Illness	<input type="checkbox"/> Terminal Illness
<ul style="list-style-type: none">• Benefits are paid tax-free to beneficiary• Cash Value Build Up• Guaranteed Benefit to never ↓• Guaranteed Non-Cancellable• Premium can never increase	<ul style="list-style-type: none">• Benefits are paid tax-free to beneficiary• Cash Value Build Up• Guaranteed Benefit to never ↓• Guaranteed Non-Cancellable• Premium can never increase	<ul style="list-style-type: none">• Benefits are paid tax-free to beneficiary• Cash Value Build Up• Guaranteed Benefit to never ↓• Guaranteed Non-Cancellable• Premium can never increase
Discounted monthly rate: _____	Discounted monthly rate: _____	Discounted monthly rate: _____

** Make sure to only choose a program that you can comfortably afford and fits your budget.
** Information provided is based on current rates and are subject to future increases. Choosing a program today will lock in your monthly premium guaranteeing you today's rate.

6. COMPLETING APPLICATION



- Make sure to complete the application in full including any required Replacement forms etc... even if you are not replacing a policy.
- It is not a requirement to get a voided check but if you can get one, it can never hurt. This is also shows additional commitment from your client.
- In order to save time with your client, you don't have to complete all of the agent required information in front of the client. You can simply complete that before you fax in your application.
- Make sure to get everything signed by the client where indicated by the “proposed insured signature”.



7. Post Closing

- Post closing is when you will leave the client with your contact information with a business card, leave brochures and any other important information.
1. Pocket Folder
 2. Business Card
 3. Product and company Brochures
 4. Memorial Guide
 5. Write on the brochure the details of the coverage.
Amount, Premium, when the draft will begin etc.

Example:

\$10,000 Whole Life Insurance Policy

\$55 Per Month on the 3rd

Coverage starts right away....No Waiting!



MY WISHES
RECORD KEEPER



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8. REFERRALS



- You must ask for referrals!!!!
- There is no reason in the world that a satisfied client should not refer you to a neighbor, friend, son, daughter, brother, sister, mother, father etc...
- Use the **Emergency Contact Sheet** to help with referrals.

- If the average sale is \$54 per month which is \$648 annualized premium
- And you sell just 1 extra sale per week from of a referral
- You will sell an extra \$33,696 worth of annualized premium a year.
- If you are at 85% compensation level, that would equal \$28,642 in extra income!!!

- **1 extra referral sold per week can equal \$28,642 in EXTRA income!!!!**

9. THE RELAX TIME



- The Relax Time at the end of a sale is an important part of the process. Many agents make the mistake of packing up their things and running out the door as soon as the sale is made.
- Take a few minutes to sit and talk with your client. Ask them what they are going to do the rest of the day? Etc..
- Your client will remember the time you spent just **talking with them** more than the time you **spent educating (selling) them**. This will help your persistency and improve your overall relationship with your client.