

Introduction

Welcome to National Agents Alliance and congratulations on your decision that makes such a positive impact on your life and future. And, more importantly, on the lives of so many others.

If you are part-time, your goal may be to earn substantial extra income, master new skills or work your way into a full-time career. Any and all of these are possible here.

If you are coming aboard full-time, your goal may be to help many, many families protect themselves while earning significant income. Or you may want to build a large agency by developing and training others to be successful agents. Either of these goals is well within your reach.

Whether you are interested in the part-time or full-time opportunity, NAA offers the training and tools you need to succeed. These include:

- The Hudgins Success Sales System – a proprietary system, developed over 17 years in the field, that helps NAA agents to close 75% of the time vs. the industry average of 30%.
- Leading-edge insurance companies that provide you with the coverage your clients need and want, the underwriting that allows you to place more policies and prompt policy turn-around so you get paid faster.
- A talented and experienced leadership team that provides continuous training and assistance. NAA leaders did not just walk into their positions; they earned their way, starting exactly where you're starting now. As a result, they are an invaluable resource to you throughout your career.

Our training program is the best available, designed to get you off to a fast start, running leads and successfully closing business. That's because representatives who get off to a fast start tend to stay fast.

For some of you, the information covered in this training is new to you.

For others, it isn't new and the tendency is to just skip it. However, Vince Lombardi, the legendary Green Bay Packers coach, believed in the fundamentals and started every preseason training camp for both rookies and veterans the same way: he held up a football and said, "Gentlemen, this is a football." So take a page from the coach's playbook and go back over the basics. You might learn something that wasn't covered in prior training or that you learned but have since forgotten.

To help ensure your success, take a block of concentrated time to go through your training program carefully. That way, you can really learn and understand our successful sales system, and can implement all the features that are designed to put money in your pocket without wasting a lot of time. By putting quality time in upfront, you'll save time later, have a shorter learning curve and earn significant money sooner.



The training covers different settings and uses a variety of tools, such as:

- Computer-based training
- Training module
- Audio tapes or MP3s
- Teleconferences
- Meetings
- One-on-one sessions with your manager
- Recommended books

First of all, you need to realize that our sales system, the Hudgins Success Sales System, works better at closing mortgage leads than anything else in the industry. Everyone on our leader board making \$100,000, \$300,000, \$750,000 or more credits this system for their financial success.

There have been agents who have come into our program with the goal of closing leads anyway that works and while they have experienced some production, their close ratio has never been up to our minimum of 3 sales per 10 leads. Philip Hudgins spent 17 years developing the system to the point where he went for an entire year closing every single appointment – over 500!! – and picking up the check. So please, don't come in thinking that you can reinvent this wheel. Besides, why would you want to waste time doing that when you can be out running leads and closing business.

Second, work with your manager on completing your checklist ([click here](#)) so that when you're fully trained and certified, everything else – appointments, marketing materials, software, etc. – is in place, too.

Third, realize that even though you complete the training program and are equipped to start running appointments, it's likely that your close ratio, at first, is shy of our target of 7 sales out of 10 leads. In order to improve your closing ratio, you need to keep plugging into all aspects of the NAA training system: teleconferences, training tapes, books and meetings. To really make the most of this income machine, you need to keep your skills sharpened and learn what all the top producers are doing to make six figure incomes a year.

Finally, there are four primary components for success in this business. They are:

- Knowledge
- Activity
- Skills
- Habits

Let's look at each of these a bit closer.

Knowledge is critical, of course. You will learn about our industry and products now and on an ongoing basis.

Activity is probably the most important component for your success. The more opportunities you have to help families protect themselves, the more you make. It's that simple. If you're full-time, you need to schedule at least sixteen appointments every month in order to keep twelve. What you'll find is that some people will postpone or not be at home when you arrive, what we



call a “dark house”. Out of the twelve, you’ll close nine for an average of 14 applications. This is how you are successful.

Skills are difficult to develop only through observation. Think about how you learned to drive. Did you learn by watching cars drive by your house? Most likely, you learned with a driver’s education instructor first demonstrating safe driving before allowing you to practice in a parking lot. Even then, he coached you to improve your skills before allowing you to drive on a public road.

Habits need to be carefully developed. An activity needs to be repeated for thirty days before it becomes a habit. The habits you form during your first 90 days are probably the habits you carry with you throughout your career. Start fast to stay fast.

Your success will be aided by this training and the skills and knowledge you develop in the weeks ahead. The reality is that your success is really up to you. NAA and your manager cannot make you successful – we can only provide you with the tools that help you be more successful faster. Take ownership and responsibility for your training and use all of the resources available to you to build your success.



Non-Resident License

Your life insurance license allows you to help people who live only in your home state with their mortgage protection. Outside of your home state, you cannot submit and get paid for any business without a nonresident license for that particular state.

It's possible that you live very close to another state or you have a large number of family and friends residing in another state (or two or three) so you need to get a nonresident license in each state where they reside in order to do business with them.

For example, an agent who lives in the Cincinnati area is just across the river from Kentucky, so it makes sense for this agent to have an Ohio resident license and a Kentucky nonresident license.

To get a nonresident license for every state where you want to do business, go to www.licenseregistry.com and follow the prompts. Some states charge for a nonresident license; others don't.

Keep in mind that each state has its own requirements and timeframes, so it's best to complete all the paperwork now rather than later so that when you need it, your nonresident license is active and you can be paid for your business in that state.

Once you are licensed in another state, fax a copy of that license to your manager who will get you activated in that state with each of the carriers you're appointed with.



Computer Set-Ups with NAA and Carriers

To stay informed and up-to-date with all that's going on at NAA, you need to sign up for email blasts. Just [click here](#) to sign up.

To download and view some of the training materials, you need the latest version of Adobe Acrobat so you can read the .pdf format files and MS PowerPoint. If you do not have the latest version of Adobe Acrobat, [click here](#) to download a free copy. If you do not have MS PowerPoint, [click here](#) to download the MS PowerPoint Viewer.

If you decide that you want to be a professional in this business (part-time or full-time), you need to make the investment in a high-speed internet access line (DSL or cable modem) and have Microsoft Office 2000, 2003 or XP. A laptop computer is preferred over a desktop system due to its portability. You don't need a laptop to run appointments, but it's nice to have it with you when you have to run a scenario that you didn't plan on. Having this capability can make the difference between closing and not closing a sale.

Many of our agents use their laptops to provide them with driving directions to appointments. There are several software programs such as Street Wizard, Rand McNally Street Finder and Microsoft Streets & Trips.

To Set Up Access to F&G

It is industry standard for insurance companies to complete your appointment only after receiving the first application for coverage. As a result, you can set up access to F&G's SalesLink only after submitting your first application with them.

Once you've submitted business with them, call Sales Support to get your ID and password. Then go to F&G's SalesLink ([click here](#)) and follow the prompts. It's important that you set up this link so you can get policy updates, commission statements and order supplies.

Until then, you need a way to prepare an F&G quote. If you don't have access to your manager's F&G software **and you have received your F&G agent number**, just call their Sales Support at 1-800-445-6758. They are happy to help you with your quotes.

After you have set up your link to F&G, download the proposal software. Make sure you run through it so you are familiar with how it works. Run scenarios on yourself and your family and friends.

To Set Up Access to Foresters

As with F&G, your appointment with Foresters is completed after the submission of your first application. Until then, you need to call Foresters at 1-877-622-4249 for a quote.

Once you are appointed with Foresters, you can set up access to Foresters EZbiz website using your agent number and password (Foresters will email these to you). Here you can download proposal software, order supplies and manage your business.



To get information on underwriting, new business, compensation and appointments [click here](#).



Skills Development

The Telephone

The telephone is a magic instrument. It saves time. It saves gas and wear-and-tear on your vehicle. And, with the Hudgins Success Sales System, it helps you complete 75% of each of your sales before you set foot into the prospect's home.

When you communicate your message via the telephone, it is more effective when it is direct and to the point, while remaining cordial.

While on the telephone, you represent yourself, your agency, insurance companies you are appointed with and, indirectly, NAA. The prospect you call forms an opinion about you within the first six seconds of the call. Being able to present yourself favorably over the phone is important. It's a skill, one that you can master.

Your attitude is easily projected over the phone and the attitude you project is the attitude you receive. You have a choice: you can control your attitude and be upbeat and energetic, or lose sight of your goals and become ineffective. The best way to begin your day is with an attitude of gratitude, telling yourself "I want to help as many people as possible today."

Having a proper attitude is important. Remember, you are a:

1. Problem-solver
2. Mortgage protection professional, not a "life insurance salesman"
3. Insurance broker with the ability to shop the top companies in order to identify the plan that BEST meets a prospect's needs and budget
4. Consultant – not a salesperson
5. Expert in protecting mortgages (usually a family's largest asset)
6. Confident and firm, but also friendly and professional
7. Bold individual who "thinks" for the prospect
8. Sincere person with a desire to help a client "solve his situation"

In every situation, the tone of the visit begins with your first call. Your telephone presentation and the purpose of your call must be planned in advance and communicated to your prospect. The presentation includes:

1. who you are
2. who you represent
3. it is in response to his request for information
4. that you are talking to the right person
5. it reassures the person that he is under no obligation
6. it establishes the need and the urgency of that need
7. it sets an appointment and confirms that there are no other events which will
8. interfere with or postpone the appointment
9. it assesses the various protections which are important to the prospect
10. it assures him that a plan will be developed which meets his needs and his budget
11. it confirms that you will be picking up a check that evening



Miss the mark on any of these and you may miss making an appointment and, as a result, the sale.

Using Your Voice

The most important person you manage in any telephone conversation is you. Make it a point to monitor yourself, to listen to yourself and think about what image you need to project to the prospect on the other end of your phone conversation. Chances are, if you are too tired, stressed or simply don't care, the prospect will hear that and probably won't be left with a positive impression.

Managing yourself means understanding and paying attention to the communication qualities and tone of your voice – and making a commitment to continually improve your vocal skills. Through practice and experience, you'll learn to ease the emotional labor of telephone talk by managing your own telephone stress level.

Drop the tone of your voice slightly. This is a surefire way to avoid sounding like a salesperson.

Control Your Breathing

Proper control of your breathing is a function of correct posture, good health and beneficial habits. Your lungs and diaphragm cannot work effectively if you are slumped, so make a habit of sitting up straight when you talk on the phone. Better yet, stand up while you're talking. Not only does this improve your breathing, it increases your energy, both of which your prospect can hear in you voice.

Hold Your Head High

If your head is held up, your attitude is up. Your income will be, too.

Relax

Take a few deep breaths between each call, clear your head and relax your facial muscles. Your prospects can hear the stress in your voice, so relax!

Smile

Your prospects can hear you smile and that helps convince them to meet with you. To help you remember, put a mirror, a smiley face or a picture of your family in front of you.

Tone

Your emotional state modifies your voice pitch range so when you are stressed, angry, excited, surprised or annoyed, it comes through to your prospect unless you make a conscious effort to control and neutralize your emotional state.

Pronunciation

The words you use and your own individual speech patterns are learned and reflect the region of the country where you grew up, your social group and, perhaps, your ethnic heritage. There are no right or wrong speech patterns. However, be aware of vocal patterns and consider whether or not they serve you well at work.

Do Not Use Slang

Avoid terminology that the person you are speaking with might not be familiar with and understand. Speaking "insurance-ese" becomes a barrier between your setting an appointment and successfully closing a sale, so avoid it at all cost.



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Speech Patterns

Phrases such as “uh-huh”, “you know”, “umm”, and “ah” dilute the quality of your presentation and diminish your credibility and these should be eliminated. In addition, raising your voice at the end of a phrase or sentence communicates that you are uncertain and lack confidence about what you are saying and this, too, should be eliminated. Your speech patterns should communicate confidence and professionalism.

Put Aside External Distractions

To be truly successful, you need to **focus** on the task at hand: qualifying the prospect, setting an appointment with him, handling his objections before they come up and getting him to commit to giving you a check when you meet. Anything that distracts – or detracts – from this needs to be eliminated. Put aside chewing gum, eating food, smoking, watching television or listening to the radio while you are making your calls.

Organization

Take an organized approach to setting appointments. Have everything you need in front of you so you aren't searching for something to write with or sorting through papers. Not being organized results in your sounding unsure of yourself as you scramble to find the item you need.

Maximize the Power of the Script

Many of the skills you use when setting an appointment over the phone are the same ones you use in any other phone conversation: listening, voice control, a good telephone personality and call pre-planning.

In using the script, it is especially important to keep your voice conversational. Avoid reading in a monotone. And remember: your prospects do not know their lines, so be ready to respond appropriately. Above all, maintain control of the conversation and avoid allowing the prospect to cause you to lose focus and pull you off the script.

Work Smart

Developing good work habits maximizes your ability to succeed. Using the script is a good work habit. By following the proven script, you have the opportunity to be very successful. Some agents are reluctant to follow a prepared script for various reasons. Some feel that it doesn't fit them or their personality. Initially, it might not, but after learning and presenting it numerous times, it does take on each agent's personality. Others don't want to put the time in to learn it and for these agents, they have made a decision that short-circuits their success. Finally, a few think that their approach is better.

We want agents to be very, very successful and if their alternative approach closes 100% of over 500 appointments (that's the track record of the Hudgins Success Sales System), then they should definitely use it.

Because of the outstanding track record for the Hudgins Success Sales System, we ask you to learn it and use it. By following this system, you will:

1. Maximize results by minimizing your effort
2. Become comfortable with what you are saying and, therefore, make it your own
3. Sound professional because once you know the script, it will flow easily
4. Anticipate how people respond to what you are saying
5. Make more calls
6. See more people



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7. Close more sales
8. Reach your financial and personal goals

Contact As Many Prospects As Quickly As Possible And Then See Them Tomorrow

The best way to meet your personal and professional goals is to get your momentum going. The sales system is designed to create a sense of urgency with the prospect and you need to create that same sense within yourself. Whenever you're setting appointments, set them for tomorrow or the next day, not next week. Too many things can happen between now and then.

Our company is filled with stories where an agent sets an appointment with a prospect for the following week only to have that prospect suddenly die **this** week. And now his family is left with no real means for paying their mortgage.

Keep in mind that what we do is extremely important to American families. We protect their homes so that if something happens to the wage-earners, their families don't find themselves sitting on the curb because they can't afford to pay their mortgage.

Secrets to a Successful Phone Calling Program

1. Call the leads. Be consistent and persistent on the phone. Your success is directly related to how much you are on the phone reaching the leads.

Rule of thumb: With the Hudgins Success Sales System, when you are making 75 or more telephone dials a week (whether or not you reach the prospect), you are on a \$10,000 in annualized premium a month pace. This computes to \$66,000 a year in commissions on a 55% contract.

Don't necessarily stick to the prospects' preferred call times. Usually, he doesn't remember what time he wrote on the lead sheet, so call another time. If you keep calling the prospect around 6:00 pm and he's never there, try a different time. Or call him at work, if he provided that phone number. If you have trouble getting in touch with him during "normal" hours, then try calling during "abnormal" hours – he may have changed shifts, jobs, schedules or routines.

Make apologies for calling at an "abnormal" hour, but stress the urgency that you are placing on the lead sheet he mailed back.

Call all the leads as soon as possible. Call in between appointments using your cell phone. Do not give up on **any** lead.

2. Listen to audio tapes or MP3s. Three that are very important for you right now are:
 - a) [Hudgins System](#)
 - b) [Dialing for Clients](#)
 - c) [Building Urgency](#)
3. Learn to discriminate between "rate shoppers" and "mortgage protection buyers". This increases your close ratio and helps you manage your time more efficiently.

Do not attempt to "sell the prospect" on making the appointment. You want a high degree of certainty that the prospect wants you to come and solve his situation. And you



want it to be smooth and easy, not rough and difficult. Your objective is to close the sale, not meet with the prospect. As a result, you must be willing to recognize the rate shoppers and “cut bait”.

4. The #1 clue that it's time to conclude the call: when a prospect cannot identify any need for protection.
5. In order to handle objections, you first need to understand exactly what an objection is before you can effectively respond and eliminate it as an obstacle in the prospect's mind. Most objections are simply a misunderstanding and a need for additional information. Keep in mind that a prospect is 100% concerned about his own interest and that of his family. As a result, an objection is merely a need for more information on why the proposed plan is in his and his family's best interest
6. If you encounter a prospect who requests to be placed on a do not call list, understand that he gave us permission to call him when he mailed the lead back. In order to handle this tactfully, first state to the prospect that he mailed the letter back to us requesting more information based on the data he supplied. Then say, “When you completed this information and mailed it back to us, you obviously saw a need to protect your family in the event of your disability or death. Have the reasons for you wanting to protect your family changed?” His answer to this indicates whether or not he is receptive to discussing this further with you. If he repeats that he wants to be placed on our do not call list, stop trying to set an appointment immediately. Tell him that you will put him on our do not call list and that it will take up to 30 days for it to go into effect. Thank him for his time and hang up.



Learn the Hudgins Success Sales System

Learning this system is crucial to your success at NAA. It is the foundation on which you build the business that generates a six-figure income for you. Since it represents a large part of your training, the tendency is to not give it the time and attention that is necessary to master the system. However, NAA has many, many representatives who, by doubling and tripling their incomes, have proven that the system works. One even increased his net income from \$990 to over \$100,000 in just 15 months! So if you want to significantly increase your income, invest the time it takes to learn the sales system. You will be repaid many times over for your effort.

Keep in mind that the Hudgins Success Sales System is like a finely-tuned filtration system that filters out people who waste your time and filters in the people who write you a check on the first appointment. And since in our business, time really is money, you want to be so proficient that you are able to pick up a check on every appointment.

To assist you in mastering the Hudgins system, we've broken down the script into four sections: appointment-setting phone call, confirmation phone call, appointment and follow-up. Each section is further broken into segments which, along with the commentary, tips and pointers, are designed to help you learn the script more quickly so you are up and running faster, working towards your income goal.

Philosophy of the Phone Call

The lead represents the 3-5% who mailed the lead back. Your job is to determine exactly what prompted the prospect to do this. In other words, what is his concern?

You are a mortgage protection specialist with access to a variety of companies and plans. This enables you to shop on behalf of the prospect in order to identify the plan that best fits his needs and budget. You apply your expertise to the process to make sure he gets the best value. And we define "value" as being what you get for what you pay.

The phone is the filter. Seventy-five percent of your sale is accomplished in the appointment-setting phone call. A successful call is one where you have a high degree of certainty that when the appointment takes place, you do business with the prospect. The reason for this is because you've "tied down" the prospect, getting him to agree that he's going to do business with you five times during the course of your conversations with him. The five tie downs take place:

1. Twice on the phone during the appointment-setting call
2. Once during the confirmation call
3. Twice during your appointment

Elements of a Successful Phone Call

As you study the appointment-setting script, keep in mind the following points:

1. **Introduction.** This explains the purpose of the call, why you are calling. It also establishes credibility because it gives the impression that you are calling from his mortgage company, even though you say nothing to that effect.
2. **Tone.** Set the tone for "processing" the prospect's request. Don't sound like a telemarketer. Sound very matter-of-fact, almost "bored" that this is another of the



hundreds of lead sheets you just received. Sound anti-telemarketer. You start to warm up as the call continues. Don't sound like a salesperson either. Sound like the mortgage protection professional from his mortgage company.

3. Keep moving. Get through the script and don't let them have an opportunity to raise an objection. If they do, just keep on rolling and don't even acknowledge it.
4. Uncover the need. Identify their "why", their need. Find out what is the "pain" that the prospect wants to ease. **This is the most important part of the phone call because it's where you find out his buying motivation.** You'll use this during your appointment with him, so make a note of it.

Other questions for uncovering the prospect's "pain":

- What are you and your (spouse or partner) more concerned about? Is the death benefit more important than the disability?
 - Do you and your (spouse or partner) both contribute to the mortgage?
 - Would your (spouse or partner) be able to maintain the mortgage payment? Would (she or he) be in danger of losing your home?
 - So what happens if you die tomorrow?
 - So if that happens, (prospect), how would that make your (spouse or partner) feel?
 - What would be the financial impact to your family?
 - You must really care about your family to send this information sheet back. How old are your kids?
 - What do you want this protection to do for you?
 - Tell me more about that.
 - Can you be more specific about that?
 - How does this make you feel?
5. Get the prospect emotional. You are successful when you get him to talk on an emotional level. Get the prospect to plug into his feelings about it rather than the financial sense the protection makes.

To do this, review the benefits listed on the lead and determine which ones compelled him to return it.

Example: If the prospect is interested in the death benefit, then say, "Do both you and your (spouse or partner) contribute to the monthly mortgage?" Wait for an answer, then say, "What if, God forbid, one of you dies? Would the other be able to maintain the mortgage payment without a tremendous struggle? Would (she or he) be in danger of losing your home? Where would they go? What would they do?"

6. Establish urgency. People buy on emotion backed up by logic. Refer back to their need during the appointment.
7. Uncover desired benefits. By going through the entire list of options on the lead, you can identify what they need and/or want.
8. Confirm the need. Draw the prospect's attention to the fact that he is underinsured. For example, "So with your new home mortgage of \$100,000, you really need to increase your coverage, correct?"
9. Take notes. Make notes under the Comments section of the Client Qualification Sheet on any responses to the benefits. You'll use them in closing the sale when you are sitting at the kitchen table with your prospects. [Click here](#) for the Client Qualification sheet.

Let's get started on setting the appointment.



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Remember to keep moving through the script. Only stop where indicated by (WFA) which stands for "Wait for Answer". The script sometimes has you asking a couple of questions in a row. If there isn't a WFA after the first questions, keep going through the next one.

Appointment-Setting Script

Hello. Is this (prospect)? (WFA)

Hi (prospect). This is _____ calling in reference to your mortgage with (mortgage lender) in the amount of _____. Do you remember sending us an information sheet about protecting your home for your family if you or your spouse dies or becomes disabled? (WFA. If "no", then say: Do you remember filling in your name, birth date and phone number on a response form? WFA. If "no", then say: It's a good thing I called, then.)

I just need a couple of minutes to confirm this information you filled in and to get a couple of more details from you so that I can put together a number of mortgage protection options for you and your (spouse's or partner's name). Do you have a minute or two now? (WFA)

NOTE: Next step is to identify his need, why he returned this information sheet and to establish a sense of urgency)

Great. One of the first things I'd like to do, so that we can evaluate appropriate options for you, is to find out exactly what prompted you to send this form in. So let me review some of these benefits and you tell me which ones you are most concerned about for your family.

The first one is the death benefit. This benefit pays your family the original mortgage amount of your home when you or your spouse dies allowing your family to stay in your home mortgage-free. Is this important to you? (WFA)

Okay. Let me ask you some questions about that. Do both you and your (spouse or partner) contribute to the mortgage on your home? (WFA)

Well, let me ask you, what happens if you die? What does your spouse (or partner) do? Do you have a plan? (WFA. Then say something like, Wow. Well I see why this is really urgent to you.)

The next benefit is the disability program which pays your mortgage payment if you or your spouse is unable to work for any reason. Is this an important benefit for you? What happens if you can't work due to a disability? How can you pay the monthly mortgage and the monthly bills? (WFA)

Finally, the last major benefit is the Return of Premium. This is where you get back all the money you paid in premiums in a tax-free, lump sum payment when you and your spouse are alive at the end of your mortgage. Is this something that you are interested in? (WFA)

Okay (Prospect), it sounds like we can help you with protecting your family. In order to do this, we need to just verify the information we have on you and to get a few more pieces of information. Is this a good time? (WFA) Great!



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Now, let me see if I have the correct information. Your name is _____. Your age is _____ and spouse's (partner's) age is _____. It shows here that neither of you use tobacco in any form...cigarettes, cigars, pipe, chew, dip, whatever. Correct? (WFA)

Do you or your (spouse or partner) have any medical problems that I need to know about, such as diabetes, cancer, heart attack, high blood pressure or cholesterol? (WFA)

Are you or your (spouse or partner) taking any medications for anything at this time? (WFA)

What is your height and weight? And your (spouse's or partner's) height and weight? (WFA)

Did you finance this \$_____ amount for 15, 20 or 30 years? (WFA)

Okay. The amount of the mortgage to be covered is \$_____ as it says on the information you sent back. Is this correct or are there any other amounts that need to be covered? (WFA) No equity line or second mortgage? (WFA)

There's a plan available that covers your payment if you become disabled so I'll need to get the amount of your monthly mortgage payment, the place of employment and occupation for you and your spouse.

(Prospect), to explain our process, we are required to meet with you face-to-face to visually verify you and your (spouse's or partner's) health, visually verify the home that we will be protecting, to fully explain the program and all the options that you qualify for and finally, we'll go over the different pricing options with you. This will take only about 30 minutes.

Would evenings or daytime be better for you and your (spouse or partner)? (WFA)

I'm actually going to be working in your area _____ and _____ this week. Which of those days is better for you? (WFA)

I have a slot open at _____ on _____ or _____ on _____. Which works better for you? (WFA)

OR

What time do you get in from work? (WFA) All right, how about _____ on _____? (WFA) That'll give you a little more time to get settled.

Your spouse (partner) will be there, right? (WFA)

Now I typically have several appointments in the evening so I may be there 15-30 minutes early or late. Is that going to be a problem? (WFA)

Great. Now I need to get some directions from you. I have your address as _____. Is that address correct? (WFA) How do I get there? (WFA)

Now, (Prospect), this appointment is for your benefit, not mine. Can you see anything that might come up that would prevent us from meeting on _____ at _____? Any school functions for your kids? Any games or practices? Any church meetings or classes that you have to attend? (WFA)



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Great. (Prospect), let me explain what we will do for you prior to our meeting and what we'll do during our meeting. We'll use the information that we got here today and we'll shop the top companies that specialize in this type of coverage in order to find the options that best fit your needs and best fit your budget. And when we meet, I'll take a few minutes to get you familiar with the company that underwrites this program for (mortgage company). Then I'll focus on the specific options that are important to you and the corresponding benefits and the different price points.

When we're done, I am going to ask you and (spouse or partner) to pick the one that best fits your needs and your budget. And when we find the one that satisfies your needs in every way, we're going to take the last few minutes to fill out a quick 2-page "request for coverage" form to see whether we can get the coverage that we want. Then we will send it into the underwriting department of the insurance company along with a check for the first month's premium. And this is what all insurance companies use to process your request to get you qualified for the program. Is that okay with you? (WFA)

NOTE: This is the first tie-down.

In other words, what I am saying is that as long as we can find an option that, in your judgment, meets your needs and your budget and satisfies you in every way, we'll take the next step on (appointment day). That is, we are going to submit a request for coverage along with a check for the first month's premium to the insurance company. Is this what you're agreeing to? (WFA)

NOTE #1: This is the second tie-down.

NOTE #2: Pressure Relief Valve (ONLY if sales tension is really high and you need to release some tension)

Now this does not financially commit you since your money is totally refundable, but it does allow us to cover you immediately that evening so that if either one of you dies during the underwriting process, we can submit a legitimate death claim to collect on the policy and protect your family. It normally takes 3-6 weeks for your policy to be issued, but you have up to 10 days after receiving your policy to decide if you want to keep it and still get your money back – so you are totally in the driver's seat with no financial risk. Does that sound good? (WFA) Great. So are you prepared to take care of your family that night? (WFA)

Great. I'll see you on _____ at _____.

Common Objections

It is a rare phone call or appointment when you don't get any objections, so it is best to learn how to handle them so you can move on to closing the appointment or sale. These are some of the most common objections that you can expect to face. If you need to, copy them onto index cards so you can have them handy while you're on the phone.

- *Can you just give me a quote over the phone?*
 1. That's exactly what I want to do. I want to give you all the information you need to make the right decision for your family. I am a broker and work with the top fifty companies in this area of mortgage life protection, so my job is to shop for you to find the right program for you and your budget. I don't get paid by how much you pay, but by getting you a program that fits your needs and your budget that you are able to



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keep for the long haul. In order to help find the best rates in the country for you, I need to find out a little more about why you sent this information request in. Can you tell me about that? (Continue with finding the prospect's "why".)

2. I could give you a price, but it wouldn't mean anything to you. For example, if I told you "you can buy a car for \$2,000", that would SOUND good, but if I also told you that it's already been compacted and it's just a hunk of metal you'd know it's not a good deal. And that's the problem with getting quotes over the phone – most insurance agents out there work for insurance companies and they use the "bait and switch" tactic to try to weasel their way into your home AND THEN they show you the prices for the high dollar coverage. Nothing could be further from how we operate, and that's why you're going to want to do business with us. We work for you. We're going to help you get what you want. We aren't employees of the insurance companies, so we're going to do our homework and find out which companies are offering the best values today, and sit down with you to explain how all the different kinds of insurance work. This way, you won't be fooled by sales-gimmicky prices for low-quality coverage that doesn't get you the protection you want and need.
3. I'd love to, but my company won't allow me to do that. You see, we believe that when you bought your home, that was one of the most important decisions you ever made in your life. And now, you're about to make THE MOST IMPORTANT decision regarding your home that you'll ever make. And our company cares enough about you that they want to ensure you're provided with the best coverage you want and need before something happens. Wouldn't you want to do business with a company that cares that much about you? (WFA, then proceed)
4. Well, (prospect), I really don't know what the prices are yet...I have not done the research yet...why is that important to you? (WFA)
 - a) Are you just concerned about knowing if this fits your budget? (WFA)
 - b) If that's all you're concerned about, then I might be able to give you a ballpark idea of what to expect. If I give you a rough ballpark idea, will that help you feel comfortable? (WFA. If so, proceed.)
 - c) Now (prospect), as I told you, I have not done my homework yet, and you can't hold me to this, but I've helped other clients that have a similar profile as yours and I have seen the programs run from \$___ (low end number) for maybe one-half the mortgage and covering just one person all the way up to \$___ (high end number) which should include lots of options, with some really good options in the \$___ range. (IMPORTANT NOTE: In selling the lower end of the spectrum, do it so the prospect won't think it's a Yugo with two wheels missing.) Will something in this range fit within your budget? (WFA, then proceed. VERY IMPORTANT: follow up with a question so that you regain control of the conversation.)

An example of the numbers I might use in the above example are:

- \$30-150 with really good options in the \$30-90 range
- \$80-200 with some really good options in the \$80-150 range
- \$100-300 with some really good options in the \$100-200 range



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- *I'm too busy right now. Can you call me back in a couple of weeks?*

1. Yes, I can call you back, but (prospect), let me ask you a question. When you sent the sheet back, didn't you have a need to protect your family? Isn't that important to you to make sure your family is protected if you should suddenly die with no warning? Well, if that's true, then if you have a chance to take care of it, wouldn't sooner be better than later? (WFA)
2. I know how you feel. I felt the same way, but this is what I found. We are all busy and truthfully, are you really going to be any less busy next week than you are this week? Let's step through your week and see if we can carve out a 30-minute block of time to take care of your situation.
3. I know how you feel. I felt the same way, but this is my fear. My fear is that things will keep getting in the way and we will keep postponing this appointment for weeks, and then something happens to you and your family has to move out of your home. What if I told you that you won \$100,000 and the only way to get the money is to meet with me this week for 30 minutes to fill out the paperwork. How would you accommodate your schedule to meet with me? Isn't that what we are really doing with this mortgage protection? Can you guarantee that you'll get up tomorrow morning? (WFA)

NOTE: If you get a wishy-washy yes, like "yeah, come on over and I'll take a look..." say:

Now (prospect), that's fine to take a look, but let's make sure that we are on the same sheet of music. Based on the information that you have given me, what I'm going to do is go to work for you. Now, you're telling me you sent this sheet back in because there's a need. Is that correct? (WFA) You're telling me that you, or your (spouse or partner) needs this money to cover the house if either one of you die during the term of the mortgage. Now, if I can come over there and get this in your budget and you are comfortable with the program in every way, can you tell me one good reason why we can't do this (day of appointment) when I'm there? (WFA)

- *Well, we just met with someone and filled out an application already and it looks like a pretty good program.*

Hmmmmm (sound really concerned). Is that the old style mortgage protection program or a "new" style mortgage protection? (WFA. Expect to hear something like: "Well, what do you mean by that?") You mean he didn't offer your premiums back if you survive the term of your mortgage? (Go back to selling program benefits.)

- *We usually sleep on it before we make any major decisions.*

I know exactly how you feel. I used to feel the same way but let me tell you what I found out. Sleeping on it doesn't get your family protected, but bottom line, there is still a need while you're thinking about it and there are a number of real life things that can happen to you: you can die in the process (tell a true story about how this happened to another agent – ask your manager for a true story) or you can become uninsurable (again, share a story about how this happened to someone). We see the sense of urgency when we get these sheets in and when we come in and sit down with people, we really try to make sure



that we get the job taken care of while they are able to qualify for this program. Why take a night to sleep on it when I can show you how you can take almost two months to sleep on it AND have the protection at the same time, risk-free?

- *We are talking to other companies right now so we can't commit.*
 1. Great. I can understand wanting to get the best deal for your money. We are a broker so that we can represent any number of a hundred different insurance companies' products. We research constantly the cutting edge products on the market today to find the best products for our clients. You get to benefit from our research.
 2. When will you finish shopping rates? (WFA) Great. Let's plan on setting an appointment after you're done and show you what our products can do for you.
 3. When will that last agent meet with you? (WFA) Great. Let's set up an appointment after that meeting and we can show you something better. We have access to some proprietary products that most other agents do not have.
 4. When you do your shopping, please find out the following:
 - a. Do they offer to return all of your premium payments after the term is over?
 - b. Do they offer a guaranteed premium that never increases over the life of the term?
 - c. Can they offer you a low-cost disability program that pays your mortgage for you if you become disabled for **any** reason?
 - d. Do they offer a level death benefit and not just the mortgage payoff when they pay the policy off?
 - e. Can they give you a choice of a lump sum payment of benefit or a guaranteed monthly income for a specific period of time?

Preparing the Proposal

In order to ensure that you are quoting the proper rate for prospects who have medical conditions that are more than the run-of-the-mill high blood pressure and high cholesterol, you need to call the insurance company's underwriting department to get a preliminary, estimated rating on your client. For accuracy, you should have answered all the relevant medical history questions from the insurance company's underwriting guidebook during your booking phone call while filling out the Client Qualification Sheet.

F&G HomeCertain Underwriting Guidebook – [Click Here](#)

Foresters Strong Foundation Underwriting Guidelines are found on pages 7-9 of the [Producers Guide](#)

To speak with an F&G underwriter, call 1-866-484-8140.

To speak with a Forester underwriter, call 1-877-622-4249 ext.4513

Most clients are quoted F&G's HomeCertain or Foresters Strong Foundation. These products are simplified issue, so they have the quickest turnaround. Avoid getting into the "cheapest is the best" mentality. HomeCertain and Strong Foundation both provide tremendous value, especially since they don't require a paramed exam where a client's blood and urine are subjected to additional underwriting scrutiny.

Proposal Presentation Form



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Here is a proposal form that you use to present prices to your client. Remember, the difference is not how attractive the prices look; it's all about giving the client what they want and need. You can write the premium prices on a napkin and you will still be successful in our program. However, this proposal format makes more sense when you understand the product lines better. [Click here](#) for the Proposal Form.

Proposal Preparation Tips

Use the extended premium guarantee (F&G) and guaranteed premium (Foresters) as much as you can. It is your competitive advantage against other mortgage protection insurance companies. This also increases your average premium.

Price out the full mortgage face value. If you want to increase your commission and give the client more value, then bump up the face to 125% (F&G; Foresters, depending on age) or 150% (Foresters, depending on age) of the mortgage amount. Just tell the client that his home appreciates an average about 5% per year, so it makes sense to cover a little more than the mortgage amount.

If the prospects are younger – in their 20s or early 30s, you might want to “pack” their program with the extended premium guarantee (F&G), the money-back rider (F&G ROP, Foresters Living Rewards), and the disability waiver of premium (F&G).

This helps you sell a total value package and get your premiums up.

If the prospects have children, **always** price in a child rider (F&G) for \$10,000 on the father's application. With Foresters, it's Passport, a separate, individual universal life policy. Sell the child coverage as if it comes with the program.

In order to find a lower price point, lower the face amount of the coverage on both the husband and wife if they both work. You can cut the amount in half or reduce the coverage-to-income ratios. For example, if the mortgage is \$100,000 and the husband makes \$60,000 and the wife makes \$40,000, then the husband's income ratio is 60% and the wife's is 40%. Recalculate the premiums to cover the husband for \$60,000 (60% of \$100,000 mortgage) and \$40,000 for the wife (40% of \$100,000 mortgage).

If one spouse does not work, keep the working spouse at 100% and then bump the non-working spouse down to 75% or even 50%.

Always allow the prospect to spend his own money. In other words, always show the money-back option, even if you think it is too much for him to afford. Often, he will surprise you with what he is willing to pay for this option. Keep in mind: by not showing it, you guarantee that you'll never sell it. And remember: always spin the money-back option as a savings program that covers his home.

For a 30-year mortgage, always have the shorter 20-year term as an alternative of last resort. Advise the prospect that if he can add an extra mortgage payment a year (one month's principle and interest divided by 12 and added to each monthly payment), then he can pay off his home is just a little over 20 years.

To increase your premiums, propose a 20-year money-back option where your prospect uses the proceeds of the return of premium to help pay his mortgage off early. This creates a



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savings equal to the number of mortgage payments he no longer makes because the mortgage is paid off. As a rule of thumb, the disability income and money-back rider give your prospect enough money to pay off his balance between 20 and 25 years (F&G).

Generally, have the 100/50% scenario with a 20-year term prepared as a backup.

Client Folder Preparation

The following lists the items you take with you on the appointment.

1. A pocket folder available at an office supply store.
2. Client Qualification Sheet – [Click Here](#)
3. Lead Form that prospect mailed back in to us.
4. Mortgage Protection Options sheet with various prepared pricing options. [Click Here](#)
5. Feature/Benefit Sheet - Hudgins 10-point sales sheet - [Click Here](#)
6. APS Letter to Doctor. If prospect has health issues, bring several copies of this form – [Click Here](#)
7. F&G or Foresters applications and supplemental forms (HIPPA, HIV, Replacement)
8. F&G form for drafting from the same checking account – [Click Here](#)
9. F&G or Foresters supplemental forms
 - Critical Illness (F&G)
 - Motor Sports
 - Hazardous Sports (Foresters)
 - Foreign Travel (F&G)
 - Member Interests (Foresters)
 - Military
 - Arthritis
 - Drug (Foresters)
 - Epilepsy/Seizure (Forester)
 - Nervous (Foresters)
 - Activities for Daily Living (Foresters)
 - Back Disorders (F&G)
 - Diabetes
 - Digestive (Foresters)
 - Alcohol (Foresters)
 - Cancer, Cyst or Tumors (F&G) ; Growths, Cysts, Lumps (Foresters)
 - Kidney and Urinary (Foresters)
 - Climbing
 - Asthma (Foresters)
 - Blood Pressure (Foresters)
 - Chest Pain (Foresters)
 - Diving,(F&G); Scuba and Skin (Foresters)
 - Aviation
 - Parachuting (F&G)
 - Hang Gliding, etc. (F&G)
 - Aerial Sports (Foresters)
 - Child Rider (F&G)
 - Passport applications (Foresters)
 - Payer Identification (Foresters)
 - Proof of Date of Birth (Foresters)



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10. Underwriting Guidelines so you can complete every question for any health impairments.
 - F&G HomeCertain (ADLF2547 & ADLF5420, available through SalesLink)
 - Foresters Strong Foundation, pages 7-9 - [Click Here](#)
11. Product brochures
 - a) **F&G** -- order through SalesLink
 - Financial Integrity (#ADLF5049)
 - **HomeCertain**
 - Brochure (#ADLF2826 –English; #ADLF2868 – Spanish)
 - Coverage Overview (#ADLF2828 – English; #ADLF2868 – Spanish)
 - Product Highlights (#ADLF5058)
 - Client Info Pad (#ADLF2825)
 - b) **Foresters** -- order through Foresters EZbiz
 - Financial Strength (#850002)
 - Member Benefits (#502498)
 - **Strong Foundation**
 - Brochure (#850000)
 - Mortgage Protection Sales Positioning (#850001)

Confirmation Phone Call.

Hi (prospect). This is _____, your mortgage protection specialist calling.

OR

Hi (prospect). This is _____, your (mortgage lender) mortgage protection specialist calling.

I just wanted to make a courtesy call and share some information with you before we meet on (appointment day and time). By the way, are we still good for (appointment day and time) with you and (spouse or partner)? (WFA) Great!

NOTE: Share the “good news” (build their confidence in you)

(If they have some health situation) I’ve got some good news for you. Based on the preliminary information on your health and talking to the underwriters, it looks like we can cover you at a standard health rating with no problem. And it looks like we’ll be able to include some special options for you that I think you’re going to really like.

(If they are healthy) I’ve got some good news for you. Based on the preliminary information on your health and talking to the underwriters, it looks like we can cover you with some of our specially-priced programs with a variety of nice options for you and (spouse or partner).

While I have you on the phone, let me review really quick what we’ll do during the meeting. After getting you comfortable with me, I am going to focus on the options we identified as best in our shopping, why we selected them and what the benefits are along with the corresponding prices. When I am done, I am going to ask you to pick the one that best fits your needs and your budget. When we find the one that makes you happy in every way and gives you the peace of mind you are looking for, we are going to take the last couple of minutes to complete a request for coverage and send that in along with a check to the insurance company that equals the monthly premium that you picked. Is that still acceptable to you? (WFA)



NOTE: This is the third tie down.

Great. Then I'll see you _____ at _____.

Appointment Script:

The Introduction

(Prospect), how are you doing? I'm _____. Nice to meet you. (Prospect's spouse or partner) I'm _____. I haven't had the pleasure of talking with you but I did speak with (prospect) on the phone. It's nice to meet you.

The "I Love You"

Option 1: (Spouse), again, I didn't have the pleasure of speaking with you on the phone, but your (husband/wife/partner) and I did talk about what was going to take place so let me bring you up to date because this is a decision that you both are involved in.

But before we start, I was wondering if you could do me a favor: I want you to look over at your (husband/wife/partner) and let (him/her) know how much you love (him/her). The reason for this is because (he/she) told me on the phone that this is one of the most important things on (his/her) mind right now and (he/she) wants to make sure you and your family are covered if anything happens to (him/her).

Option 2: (Spouse), again, I didn't have the pleasure of speaking with you on the phone, but your (husband/wife/partner) and I did talk about what is going to take place, so let me bring you up to date because this is a decision that you both are involved in.

But before we start, I was wondering if you can do me a favor: After we are done today with choosing your mortgage protection program, filling out all the paperwork to get it started today so that you both go to bed feeling better that your home is protected for your family, before you go to bed tonight, I want you to tell each other how much you love each other. (Pause) Because providing for your loved ones after you've gone is one of the most unselfish acts of love you can do for each other. And I appreciate you wanting to take care of this today. So can you promise that you will do that for me? (WFA)

Qualify the Spouse (that you didn't talk to on the phone).

Okay. (Spouse) let me bring you up to date. I told your (husband, wife or partner) my goal. I promised him that I would come in and put together a program that both of you were comfortable with and that fits your budget in every way. If you like the program, your (husband, wife or partner) agreed that (he/she) would have no problem taking an application and giving me a check for the first month's premium and sending it in to the insurance company's underwriting department. This provides protection tonight as soon as I walk out that door. Is there any problem with this? (WFA)

NOTE: This is the fourth tie down.

Requalify the Prospect

(Prospect), you heard what I just said to your (husband, wife or partner). Now are you still in agreement with that and nothing has changed since we spoke on the phone? (WFA)

NOTE: This is the fifth tie down.

The 10-Point Sales Sheet



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Now (prospect and spouse or partner), I'd like to cover some of the benefits of the program that I'm going to lay out for you tonight that clearly show you why we are able to offer the best program in the marketplace for your particular situations. [Click here](#) for 10-Point Sales Sheet

1. Choice of Beneficiary. With our plan that you choose, you decide who receives the tax-free proceeds from the program in the event of death. At such time, the beneficiary has several options, three of which are:
 - Pay off the mortgage in one lump sum
 - Invest the benefit and continue to make payments
 - Use the proceeds to relocate to a different home

Most other programs pay the tax-free benefit directly to the mortgage company or bank – your beneficiary has no control.

2. Portable. If you sell your home and buy another, or refinance your present home, this plan simply moves with you to continue to protect your next mortgage. This means regardless of how many times you move, you never need to qualify for another plan or risk losing the one that you have. Most other programs terminate when your mortgage changes and your beneficiary has no control.
3. Death Benefit Remains Level. Remains level for the length of your mortgage. With most plans, benefits decrease each year while the premium remains the same. If someone tries to sell you these decreasing term or credit life programs, ask them why the premium doesn't decrease along with the death benefit – they won't be able to give a good answer to this question.
4. Disability Payments. This benefit makes your mortgage payments for you if you become disabled for any reason for a period of time. And we've made this benefit very cost effective for our mortgage protection clients.
5. Waiver of Premium. If you become disabled, this benefit pays the premium on your mortgage protection policy. This way, you don't you're your coverage because you're not working.
6. Money-Back Option. This benefit pays you back all of your premiums at the end of your policy term. So if you need the protection, you've got it and if you don't need it, you get your money back.
7. Critical Illness. If you get cancer or have a heart attack, stroke, paralysis, renal failure or become blind or need an organ transplant, this benefit pays you so you have the money you need to make your mortgage payments during a difficult time.
8. Unemployment Rider. If you become unemployed, this benefit waives your premium for up to six months.
9. Other Insured Person. This is for anyone else listed on your mortgage.
10. 24-Hour Coverage. You're covered round the clock since this program pays in the event of death or disability, whether it's due to an accident or sickness. You need to



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be aware that a lot of mortgage protection loans out there pay off only in the event of a **covered** accident. Many of these policies don't pay off when death occurs due to an automobile accident. This coverage does.

Establishing the Insurance Company Credibility

(Use F&G's Financial Integrity brochure or Forester's Financial Strength brochure)

(Prospect), this brochure shows the financial strength of the insurance company that underwrites this program for your mortgage company. As you can see, this company has over \$__ billion in assets and is rated A by A.M. Best, the independent insurance industry rating service. You can feel very comfortable knowing that a company like (name of insurance company) will be around long after you and I are gone.

Take Away the "Think About It"

Option 1

Now (prospect and spouse or partner), do you both agree that I have just shown you the best type of insurance program with the features that you are looking for in protecting your family? (WFA)

Now the only thing left to do is put the prices on the table. Here's what I'm going to do. I need you to promise me one thing before I do that. Now I've promised both of you several times since I've been here that I guarantee you that I will design a program that you are comfortable with and that fits into your budget for your benefit, not mine. I need for you to promise me one thing before we go on any further, and again, this is for your benefit. I need you to promise me that when I get to the end of my presentation, you will not turn to me and say, "Well, it looks pretty good, but we need a day or two to think about it."

Now let me tell you why I said this. It's because I have been in the business long enough to know that "I'll think about it" means one of two different things:

1. Either you don't understand what I just covered and, if you don't, please ask me some more questions. I apologize. It is 100% my fault if you do not understand the program and I'll do my best to make it more clear to you.
2. The second thing is that you cannot afford it. If you can't afford it, folks, don't be embarrassed. There are a lot of things out there today that I'd love to own, but I can't afford them. But if you will talk with me, I'll make it affordable.

Let me explain what I mean by that. I told you earlier when I spoke to you on the phone that there are only two ways to cut costs: I can either shorten the years of the term, or lower the face value amount. And in fairness to me and the guy on the corner that sells insurance, I can do it as good as he can. See, if you shop prices and go somewhere else and ask them for a price and their price beats mine, it is only because their product is of lesser value. With them, it's the VW or the Cadillac. And again, I told you I have one on each end and I can go anywhere in the middle. So I promise you I will put it into your budget if you will just talk to me. Is that a deal? (Shake their hand on it.)



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Option 2.

Now, (prospect and spouse or partner) before I show you the options and the prices, I want to ask you a couple of favors:

- If there is anything that you don't understand about the benefits, please ask. Is there anything you want me to explain? (WFA)
- The other favor is, as we go through the options and prices, if you like the plan but feel that none of the options fit into your budget, please tell me. I prepared a number of options, but if none of them fit comfortably into your budget, just tell me. I can get my rate book and we can make some adjustments to fit it in your budget. We can reduce the amount of coverage if we have to or shorten the number of years. Will you promise to do this for me? (WFA)

I learned early on that when someone likes the plan, but doesn't think he can afford it or he doesn't really understand it, instead of telling me it was outside his budget or he didn't understand it, he says, "Looks good but we need to think about it." I finally figured out that "think about it" means he doesn't think he can afford it or he doesn't understand something. So by not telling me, I can't help him. So please promise me if none of the options fit in your budget or that you don't understand something, you'll tell me. Okay? (Nod while you're saying this.)

Covering the Different Premium Options.

Here is plan #1 and here is what it provides. Here's plan #2 and here's what it provides (Go through the options and benefits on each sheet)

Which one better suits your need? What I mean by that is (prospect and spouse or partner), do you need disability? Not to belittle you in any way, but if you were out of work tomorrow, do you have any type of disability coverage that can pay this? (WFA)

(If they do, then) Well, (prospect and spouse or partner), if you can make it on two-thirds of your income, then maybe we don't really need this option.

(Spouse or partner), do you need the disability program? If you were out of work tomorrow, do you need this disability plan to make your house payment or can your (spouse or partner) continue to make the payments? (WFA)

(If disability is needed on spouse) Then we need to cover you and not (spouse or partner) for disability.

Okay. Now we need to look at your budget. Which one better suits your budget? What I mean by this is with no disability on Plan 2, that is \$__ per month. With your disability, yours is \$__ per month for a total of \$__ per month.

Now with no disability on either of you, the total is \$__ per month. Which one better fits your budget? Which one is more important to you today? Budget or need? (WFA) Okay, let's really discuss this in detail.

(Now you only have to find the difference between what they can afford and the cost of the coverage they need – not the total cost of the coverage.)



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Other Scenarios When Discussing Cost

\$15 is only 50 cents a day. Now let me ask you something – 50 cents a day.

Now, if truth be known, I'll bet both of you stop on your way home to get a Coke or bottle of water or something. Would one of you be willing to not do that to save 50 cents a day so you know that you can lay your head down at night to go to sleep and, if something happens, your home is paid for? (WFA)

(If it's a \$30 difference). Now, I'm not trying to be too personal, but how many times a week do you eat out? You probably spend about \$30 each time, right? Can you give up one of those a month to rest assured that if something happened, your house payment is taken care of? (WFA)

(Try to find the money for them.) I'm trying hard to find the money and it is not because I want the sale. \$___ (lower amount) is fine with me – but you told me up front that you need coverage and that is why I'm trying to find it in your budget.

If They Balk at the Bank Draft

1. Well (prospect), the other alternative is to pay me an annual premium all at once. Really, (prospect), the monthly bank draft is the easiest way to handle it and this is how we keep our overhead low, which means you save money on your premium.
2. (Prospect), the insurance industry is one of the most highly regulated industries in the United States. You can rest assured that the last thing an insurance company needs is to bring the insurance commissioner and FTC down on them by being irresponsible with your bank draft. The typical problems with bank drafts is that a human determines what to draft from your account every month. With our programs, since your premium payments stay the same for the next ___ years, all someone does is set it up once and then forget it. It's automatic. You can set your watch by it.
3. Let me make a suggestion. Try it for a couple of months and if the insurance company can't get it right, we can always change it back to a billing mode.

The Post Sale

Well, (prospect). I want you to understand that this check that you gave me represents your commitment to protecting your family, ensuring that they have a paid-for place to live in for the next ___ years.

(Prospect), do you see any reason why you won't be able to make this monthly commitment to your family every month for the next ___ years? Because if you don't think that this is a commitment you can make, then take your check back right now so this saves us both time (push the check towards the prospect to let him take it back).

(Wait for prospect to give you back the check. He'll say something like, "Yes, please take this check because we really want this coverage.")

Great, (prospect). Let me congratulate you on getting the best program for you and your family. Let me caution you about one thing. There are agents out there that will try and convince you that this policy is a bad policy and that they can sell you something better. Let me ask you a question: if someone should do that, what would you do?

The reason I ask is that there are many agents out there with inferior programs that try to sell you on lower premiums. Let me warn you about those programs. They typically require a blood



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test. While you might think your blood is pretty good, it is just a way for the insurance company to put you into its program by exposing you to the risk of a blood test.

Let me tell you about blood tests. Did you know that once they “map” your blood, they know every detail about you and they record their findings at a private company called the “Medical Insurance Board” or MIB? This company then shares your results with any insurance company, whether life or health or home and auto, whomever wants to know about your health condition.

How comfortable are you with every insurance company knowing everything about your health condition based on this blood map? They also have all the genetic information on you because they have your DNA. How comfortable are you with the fact that your blood test is broadcast to the world of insurance and it can impact your qualification for health or life insurance in the future?

The kicker is that you’re not told that only about 4% of the population can qualify for the very low rate that you are quoted. Unfortunately, once an insurance company gets your blood test and tells you that you don’t qualify for its best rate, but you do qualify for its standard rate, you are locked into a rate that most likely is higher than our program. And, depending on your blood test results, you may no longer qualify for our program. That is the risk you take.

You might even find out that you are uninsurable due to some freaky test result and this is recorded in your MIB file and no insurance company will cover you. Why take that risk?

Now then (prospect), before I can leave, I need for you to pull out your personal address book. (Wait while he gets it.) Great. Now I usually leave my card with people, but I’ve found that everyone loses it, so just turn to the “I” section and write “Insurance” in a blank area. Now put my name and number below that.

Getting the Referral

Everyone tells you to get referrals, that it’s the easiest way to build your business, but how many insurance professionals do you know who get an abundance of referrals? Not too many. And how many producers work hard at it, do all the right things, but end up with little results? For example, they join the board of a non-profit organization, contribute to the symphony and get season tickets, hobnob in all the “right” places, yet they see little or no return for their time and effort.

Successful referral gatherers simply have their clients bring them more people. Those few producers who have a continuous stream of referrals have discovered what needs to be done in order to generate a continuous referral flow. You need to put these procedures into place, too.

End-of-appointment referral script

Do you believe that I treated you and (spouse or partner) right and do you feel that you got great protection to meet your needs? (WFA)

Great. What I’d like to know now is what do you expect from me? In other words, what is the most important thing I need to provide you with? (WFA)



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(WRITE DOWN THE ANSWER – LET THE CLIENT SEE YOU – AND THEN DO IT! Most clients say something like, “I just want you to stay in touch every couple of months and call me back the same day I call you.”)

Steps to getting a continuous stream of referrals.

1. Catalog your new client on a 3x5 card in a follow up file. Or, you can use Outlook Contact Manager, Act! or Gold Mine software to accomplish the same task. Be sure to note your clients' birthdays and anniversaries.
2. Add your new clients to the KIT Marketing mailing list so they start getting a monthly personalized letter from you.
3. 30 days after delivering his policy, call your client and ask if everything is okay, if there are any questions and if there is something else you can help him with.
4. After 60 days, contact him again.
5. After 90 days, contact him again and set up a meeting. Explain to him that the meeting is to do a review and for his assistance in developing your business. Tell him to have his phone/address book handy.

At this meeting, you read back to your client what he told you he expected of you. Then ask him if you have met this requirement. He then sees that you have done what you promised him you'd do. Explain to him that you currently are expanding your business and are looking for other people, just like him, to help. You, of course, will show each of the families he refers the same regard and attention you have shown him. Then ask what families he knows that may need help in protecting their assets and themselves.

Next, you need to get your client to introduce you to his referral. If you just get a name and phone number from him, it's pretty worthless because when you call the referral without an introduction, don't expect much because:

- a. The referral doesn't know who you are.
- b. The referral doesn't know what you do.
- c. The referral doesn't know why you are calling.
- d. The referral doesn't know how you got his name.
- e. The referral doesn't know why somebody gave you his name and he was not expecting your call.

As a result, you need your client to either call each referral, send a note or physically introduce you.

If your client elects to send a note, prepare the letter for him, using nice plain paper (not letterhead) with his name and address. Then all the client has to do is sign the letter. You, of course, address and mail these letters.

[Example of the Letter of Introduction](#)

6. After another 90 days, send an [Annual Review Letter](#).
7. Continue with the annual review letters, birthday and anniversary cards and KIT Marketing letters.

Of course, not every client provides referrals. However, for those clients that provide none, you have other clients that provide many, many referrals. The key is to treat this as an integral part of the Hudgins Success Sales System, not something you do only when you think about it.



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Does it work? Absolutely. To this day, Philip Hudgins still gets referrals even though he has not actively worked in the field in years.



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Establish Goals, Develop a Business Plan And Get Yourself Organized

Write Down Your Goals

What you need to do first is write down your goals. Write what you want to accomplish in sales and in your personal life. To help you, [Click Here](#) for a Goal-Setting Sheet.

For example, your goals might look like this:

During the first 30 days, I get appointed with our insurance carriers, set my computer up for business, learn and start using the Hudgins Success Sales System, learn the mortgage protection products and how to complete the forms and put my own insurance plan in place.

In addition, my weekly goal is to set 15 appointments, complete 10 with 12 applications for a total of \$10,000 premium submitted and \$5,500 commission earned. This activity earns me my first promotion within the first 30 days.

Overall, I manage my daily activity to ensure that I reach these goals.

Continue to set your goals monthly until you have completed your first year in the business.

Develop A Business Plan

A business plan is a road map to keep you and your career on track. The plan you develop helps you reach your professional and personal goals. Just as it is important for your clients to have a road map for their financial future, it is also important for you to map out your success with NAA. Even if you are part-time, your business plan is crucial to your earning more money faster and, if you choose, going full-time sooner.

A business plan is not a one-time exercise. It needs to be revisited, adjusted and revised throughout your career. Many of our leaders quickly learned that initially they set their sights too low, so they reviewed their business plan, revised their goals higher, then set out and accomplished them.

Every good business plan starts with a statement of purpose. The statement is a broad overview of what you want to make happen. For example, your statement might look something like this:

The purpose of this plan is to achieve success as a mortgage protection specialist with (name of group or agency). I do this by organizing my business to effectively meet the needs and goals of my clients. I manage my time efficiently. I consistently attain high levels of sales. I attend all scheduled events, meetings, training sessions and teleconferences. I read recommended books to improve my skills and develop myself personally. I support my manager and my team and am accountable to them.



Get Organized

As you begin your career, it is vitally important that you organize yourself so that you maximize your effort in a minimum of time. Without organization, you end up working longer hours at the expense of personal time spent with family and friends.

To get everything accomplished, become a master of your calendar. Mark everything down – appointments, meetings, teleconferences and training sessions. You need to regard your time as one of your most valuable business assets and treat it that way. Your ability to properly manage your time is the difference between success and failure.

To you, calendars and time management may seem easy or it may be difficult. Many of our successful leaders have learned to manage time effectively – that’s why they’re now so successful. The good news is that there is a proven method that makes time management easier.

First of all, understand that the term “time management” creates the false impression that time can be managed. Nothing is further from the truth. Time is uncontrollable: it cannot be stopped, slowed or sped up. As the saying goes, time marches on. We can only manage ourselves and how we use our time.

As a result, time management actually is self-management. Interestingly, the skills necessary to manage others are the same skills we need to manage ourselves: the abilities to plan, delegate, organize, direct and control.

Yogi Berra said it best: “If you don’t know where you’re going, you’ll probably wind up somewhere else.”

Without a clear vision of where you want to go and how you’re going to get there, you probably won’t ever make it to your destination. As you formulate your time and activity management strategy, you need to be aware of all the “time thieves” that lie in wait. These activities may seem harmless, but if you don’t manage yourself, these “time thieves” can be extremely hazardous to your success.

The Telephone: This instrument can be one of your greatest allies or one of your biggest enemies. It can make your life more efficient or you can waste a lot of time on the telephone. Whether it’s talking to your spouse, your college buddies or your friends, you’ll need to keep calls unrelated to business outside of your work.

Procrastination: This is the biggest time-waster of all. Procrastination is really decision avoidance. You need to make a decision and stick with it. Put your decision on your calendar or on your “to do” list. Write it down **now** and do it. Some decisions are difficult, but they still have to be made. By reducing your procrastination time, you can substantially increase the amount of active time available to do your business and for your personal life.

Lack of Priorities and Objectives: Not having objectives and priorities is like trying to build a house without blueprints. Unfortunately, most of us think that objectives and goals are yearly things and not daily considerations. The typical end result of this type of thinking is majoring in the minors. In other words, too much time spent on the minor activities and not enough time spent on the activities important to our success.



Drop-In Visitors: The five deadliest words that rob you of your time are: “Have you got a minute?” Everyone’s a culprit – your manager, your colleagues, your friends. You must learn to deal with these time thieves.

Do not let others interrupt or distract you. Learn to say “no” or “later”. You are the master of your time and you must protect it.

Conversely, value your team members’ time and refrain from asking, “Have you got a minute?” You are wasting your own time and theirs.

Focus on your activity and your time. Constantly ask yourself, “What is the most productive thing I can be doing *right now* that moves me closer to my goals?” That’s because your time has value. How much? Let’s figure it out.

Based on company averages, it takes:

- 10 leads per week with a 40% booking rate = 4 appointments
- 4 appointments with a 25% cancellation rate = 3 kept appointments
- 3 kept appointments with 75% close ratio = 2 closes
- 1.5 applications per appointment = 3 applications
- Issue rate of 75% = 2 policies issued
- \$700 average annual premium = \$1400 annual premium
- 55% commission = \$770 earned commission

Given these averages, then

- \$770 divided by 10 leads = \$77.00 per lead
- \$770 divided by 4 appointments set = \$192.50 per set appointment
- \$770 divided by 3 kept appointment = \$256.66 per kept appointment

So the next time someone interrupts you, remind him that he’s costing both of you \$77 – or even more!

Get with your manager to help you with the development of your business plan and goals. Everything you’re going through now, he’s already dealt with personally, so he can be your greatest ally in helping you get where you want to go.

Keep in mind that you do not have to write down numbers just to make a positive impression on your manager. These are your numbers, representing the level you want to attain and the activity it takes to get there. Be accountable to your manager and to yourself. Everyone is here to help you, but only you can put in the time, effort and work.



Managing Your Leads

Leads are your lifeblood. It's how you start fast and continue strong. As a result, leads need to be regarded for what they are – gold nuggets that NAA has mined for you and which, with your skill and talent, you turn into the most valued part of your business – Clients for Life.

However, not all leads are the same. Other insurance brokerages and agencies promise leads, but what they provide are names and phone numbers of lead generation companies who deliver names and addresses that have been sold and resold many times to other brokerages and agencies. By the time an agent calls any of these leads, many others have already made contact.

At NAA, we control the entire process from start to finish: we hire our own mortgage researchers, run our own printing machines and utilize our own mail house. We constantly develop new strategies to improve the leads. We do not sell our leads or data to any other company in order to generate additional revenue. We are totally accountable for every step of the lead generation process. As a result, our leads are the freshest, most qualified leads in the industry.

How do we know this? The results that our leads produce. Our agents, using our sales system on **our** qualified leads, get a 75% close ratio, average \$700 annualized premium per sale and spend about 20 hours a week making calls and running appointments.

This is why we are so successful in putting qualified leads in our agent's hands: we have a vested interest in helping our agents close sales.

Obtaining Leads

Managers purchase the leads from NAA and, as a new agent, you need to get with your manager to discuss his parameters for getting leads.

One way you can almost guarantee a steady supply is to have the highest closing ratio in your agency. You can do this by closing three out of ten sales on the leads and then get two more sales through referrals. You can also ensure getting leads by maintaining a close customer relationship where your clients buy additional products from you.

Realize that if you are a profit center for your manager, you will get leads ahead of agents who close only two out of ten leads.

Another way to guarantee a steady stream of leads is to be so very diligent in getting referrals that you no longer are dependent on leads.

NAA's minimum requirement for getting leads is three sales out of ten. That's why it is critical for you to continue to improve your lead closing ratios by plugging into the training conference calls; attending local, regional and national meetings; and implementing a sound referral and customer relationship management system.



Tracking Your Phone Calls and Appointments

We require that you track both your phone call performance and your appointment performance in order to help you get the sales-to-leads ratio we require.

Call Performance Tracking Sheet – [Click Here](#)

Appointment Performance Tracking Sheet – [Click Here](#)



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1/06

Mortgage Protection

Prospects often need to understand how important planning for and protecting their financial future really is. In most cases, they have done nothing because they don't understand anything about it. It's all foreign to them.

That is what you do: you help them assess their current situation and put into place the appropriate protection. And you do this by showing them the benefits of the plan you propose which fits both the prospect's needs and budget.

It's a basic rule of selling that people don't buy products; they buy benefits. As a result, it is vital that you realize that an important part of your job is to first do a needs analysis. The Hudgins Success Sales System helps you do that.

However, you still need to develop two very important skills: listening and asking questions. If you let people talk, they lead you to the program of benefits they want and need. And in order for you to make the appropriate recommendations, you need to be very knowledgeable about the products we offer and the products out in the marketplace.

Death, illness and injury are catastrophic uncertainties that can be financially devastating to any family. The products we offer make a difference – a huge difference – as the coverage protects families from these catastrophic events.

An **insurance policy** is a contract between the insurance company and the insured. Each has rights and obligations that are spelled out in the contract. Most of these are standard.

The insurance policy, which includes the application, makes up the entire contract. Restrictions, limitations and/or exclusions in the coverage must be stated in the policy conditions. Oral understandings or statements have no bearing on the contract and will not be honored. If it is necessary to adjust the standard contract to satisfy a particular situation, these alterations can simply be written into the contract in the form of a rider at the time the policy is issued. Riders are legal standard additions and are subject to approval by the insurance company.

Life insurance policies provide an examination period, commonly called the "free look" period. This period is usually 10-30 days, depending on the insurance company and the state where the policy is sold. This period starts the day the policy owner receives the policy. If the policy owner decides to return it during his "free look" period, the policy is "not taken" and the owner receives a full refund of all premiums paid.

If the insured dies during this period of time, the beneficiary receives the death benefit, unless the policy has been returned for a refund. In the event that a minor is the beneficiary, a trustee or legal guardian is appointed to receive and manage the policy proceeds.



Life Insurance:

In its most basic form, life insurance is a method of spreading the risk of financial loss caused by a death among a large number of people. The procedure has the insurance company (the insurer) accepting an amount of money (the premium) from each of the people (the insured) purchasing an amount (the face amount) of insurance. In this manner, the uncertain cost of a loss due to death is exchanged for a certain cost.

The agreement between the insured and the insurer is the policy. As already mentioned, it is a legal contract. In the broadest terms, the contract states that the insurer promises to pay a specified amount, according to the terms of the policy, if the insured dies.

For the company to insure a person, the risk must involve the possibility of a financial loss and the beneficiary must have a legitimate interest in the preservation of the life of the proposed insured. The beneficiary may be the insured, a blood relative, spouse or business partner of the insured. This is called **insurable interest**.

The purpose of life insurance is to take care of the financial responsibilities of the person who dies. These responsibilities include money to pay funeral costs, replace the deceased's income, pay off debt (especially the mortgage), and fund children's educations.

There are two basic types of insurance: cash value and term. Each has variations and we'll cover them briefly.

A **cash value** policy is also referred to as "permanent" life insurance. It offers insurance coverage for the whole life (or up to a certain age, usually 95-100). The first day the policy is in force, the insured has the full face amount of the policy as protection. The **face amount** (which is also the **death benefit**) remains the same throughout the life of the insured.

This type of policy consists of term life insurance with a savings account feature. It gets its "permanent" tag because it requires a policy owner to pay premiums on the coverage for the entire life of the insured. A portion of each premium payments covers the cost of insurance (the term life insurance) and administrative fees. The balance goes into the savings account where it earns interest. As these premiums continue to be paid, the cash value in the policy accumulates and the total amount of pure insurance protection that the insurance company must provide decreases. This pure insurance amount is the difference between the face amount and the cash value. When the insured dies, the face amount of the policy, which is the same as the death benefit, is paid to the beneficiary. If the insured lives to the end of the policy (usually to 95-100 years old), then the policy endows, the cash value equals the face amount and is paid to the insured in a lump sum.

Should the policy owner need money, he can borrow the cash value that has accumulated in his policy. This loan does not have to be repaid, though interest is charged (the interest percentage is stated in the policy) and accumulates. When the insured dies, the death benefit, minus the outstanding loan plus interest, is paid to the beneficiary.

For example, John Jones owns a \$25,000 whole life policy. When he was short of cash, he borrowed the \$4,000 cash value out of the policy. Before he could pay the money back, he is killed in a car accident. His wife, Sally, is the beneficiary and receives a death benefit check for \$20,942 -- \$25,000 minus the \$4,000 borrowed plus \$58 interest.



There are two basic types of cash value life insurance: whole life and universal life. The amount and method that the savings account earns interest differentiates the two.

With a whole life policy, the savings account earns a set interest rate. This rate is stated in the policy itself; it will never be higher or lower. Premiums remain the same for the length of the policy.

With a universal life policy, the interest rate varies. The insurance company sets this rate, usually quarterly, which is based on what rates are doing in the interest rate market. So when interest rates go higher, this one tracks up; when rates go lower, this one follows suit. The policy states the minimum interest that will be credited; it does not state the maximum.

In its basic form, term life insurance is pure protection for a stated period of time. It doesn't have a savings account. The policy only pays benefits if the insured dies during the term. If the insured lives beyond the period of coverage, the policy expires with nothing due the policy owner.

Since there is no cash value accumulation, term life has a lower premium so that more coverage can be purchased for less money. It also is a better fit for most family budgets because it's more affordable. And because it is coverage for a definite period of time, it works very well for specific financial responsibilities, such as protecting the mortgage should one of the borrowers die.

MORTGAGE PROTECTION

This type of coverage is simply life insurance that provides money to pay off the mortgage balance in the event of the insured's death.

Different insurance companies use various types of coverage for this particular protection. Because you need to be aware of what's available in the marketplace, here's a brief overview.

Decreasing Term Life:

This type of coverage is very popular for mortgage protection. The face amount declines as the mortgage balance decreases; however, the premium does not decrease but stays the same. This particular coverage often is offered by mortgage companies (including bank mortgage departments), though it is often popular with direct-writing agents (Allstate, State Farm, etc.) and independent agents. When the coverage is placed through a mortgage company, it is usually added to the mortgage payment, which helps with the persistency. The death benefit almost always is paid to the mortgage company.

Advantages

- It's offered during the mortgage process or shortly thereafter, so the homeowner has coverage almost from the start.
- Since the insurance premium is included in the monthly mortgage payment, it's not another bill for the homeowner to pay. As a result, the persistency for the insurance company remains very high.

Disadvantages

- The homeowner pays the same premium even though the face amount decreases as the mortgage balance declines.



- A homeowner cannot apply for more coverage than the amount of the mortgage balance.
- The beneficiary is almost always the mortgage company which then receives the death benefit. The insured homeowner cannot name whom he chooses to receive the death benefit.
- Often, the premium is higher than for level term life mortgage protection.
- Coverage terminates when the mortgage is sold or when the homeowner refinances or sells his home. Since the policy is not portable, the homeowner has to qualify for new coverage, his premiums probably are higher because he's older and may be less healthy. In fact, he may no longer be insurable.

Whole Life:

Very popular with large mortgage companies and mortgage service companies. Most of the time, everything is taken care of – from solicitation to policy/certificate delivery – through the mail with no agent involved. It's often a decreasing death benefit, though the premiums remain the same. Premiums are added to the monthly mortgage payment.

Advantages

- Since the insurance premium is included in the monthly mortgage payment, it's not another bill for the homeowner to pay. As a result, the persistency remains very high for the insurance company.
- It's convenient and time-saving for the homeowner because everything is handled by mail.

Disadvantages

- It's more expensive than regular or decreasing term life.
- Even though it's whole life, there is usually no cash value available to borrow in an emergency.
- A homeowner cannot apply for more coverage than the amount of the mortgage balance.
- If the coverage is decreasing, the homeowner pays the same premium even though the death benefit decreases along with the mortgage balance.
- The beneficiary is almost always the mortgage company which then receives the death benefit. The insured homeowner cannot name whom he chooses to receive the death benefit.
- Coverage terminates when the mortgage is sold or when the homeowner refinances or sells his home. Since the policy is not portable, the homeowner has to qualify for new coverage, his premiums probably are higher because he's older and may be less healthy. In fact, he may no longer be insurable.
- If the homeowner does not qualify for this simplified issue policy, there is no fully-underwritten coverage available.
- There are very few riders available.

Term Life:

This type is probably the least utilized for mortgage protection. The face amount remains the same throughout the term of the policy. This type of coverage is offered by direct-writing (Allstate, State Farm) and independent agents. The premium rarely is included in the monthly mortgage payment.



As a result, it is another bill for the homeowner to pay and persistency often is lower. The death benefit almost always is paid to the homeowner, not the mortgage company.

Advantages

- This is the least expensive coverage.
- It can be simplified issue, so there is no physical examination.
- The face amount does not decrease, so in the event of the insured's death, the death benefit is for the full face amount rather than the current mortgage balance.
- The death benefit is paid to the named beneficiary, not to the mortgage company.
- It's marketed by an agent so that a family's insurance needs can be assessed and covered.
- It's portable so if the mortgage company sells the loan, the coverage does not automatically terminate. Same thing if an insured homeowner refinances or sells his home. As a result, the policy stays in force, the homeowner doesn't have to qualify for a new policy (especially important if his health has declined any), and he avoids paying higher premiums because he's older.
- There are usually a variety of riders available so coverage can be customized.

Disadvantages

- There is often a gap between when the mortgage closes and when coverage is put in place.
- Often, it is a fully-underwritten policy.
- Because it is another bill for the homeowner, it's often eliminated when a homeowner's budget gets tight. As a result, persistency can be lower.

You need to learn the products that you will be recommending to your prospective clients. For now, concentrate most of your time on learning the mortgage life products: HomeCertain (F&G Life) and Strong Foundation (Foresters) since 80% of your business will be through these products.

Don't get bogged down with how a product or rider works; focus on how a product or rider serves a client's needs and how you explain that to him. By focusing on the benefits and keeping your explanation simple and easy-to-understand, you will be able to sell more value to your prospects and earn more income for yourself.

F&G HomeCertain is a term life product designed for homeowner who want a death benefit that can be used to protect their home and family's future. It has attractive options and riders. It can be issued as a decreasing or level term policy.

For HomeCertain highlights - [click here](#)

For the HomeCertain rate book - [click here](#)

HomeCertain is an accept/reject policy. It has rather broad acceptance guidelines; however, for anyone who falls outside these guidelines, he is automatically declined coverage. The applicant cannot be rated, and there is no underwriting appeal. For F&G official statement regarding this, [click here](#)



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To help you better determine whether or not a prospect is acceptable for HomeCertain, consult the underwriting chart – [click here](#)

Foresters Strong Foundation is a level term life insurance policy that is designed to help protect a family's financial stability and allow them to remain in their home. It has attractive options and features.

For Strong Foundation 15 highlights - [click here](#)

For Strong Foundation 20 highlights - [click here](#)

For Strong Foundation 30 highlights - [click here](#)

NOTE: To check Foresters Strong Foundation state availability and variations - [click here](#)

For the Strong Foundation Producer's Guide - [click here](#)



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Applications and Forms

As simple as it seems, accurately completing the mortgage protection application and forms is a skill you need to master. Too often, an application is delayed because an agent omitted necessary information. Or, the wording causes it to move from simplified-issue to fully underwritten, also causing a delay in getting the policy issued.

Delays are bad news for this business. To be successful, you want speedy policy issue because:

- It keeps your persistency ratio high which, in turn, ensures your renewals.
- You are paid quicker. Any delay results in your getting paid later rather than sooner. Think of a delay in terms of a 30-, 60- or 90-day receivable.
- You have a client which you can turn into a Client for Life, ensuring a continuing stream of referrals.

Keep in mind that the longer the time between application submission and policy delivery increases the chances that the client changes his mind or calls someone else. Then you either have to resell the client on the mortgage protection or you have a “not taken” and you don’t get paid.

Here are the most common errors made on applications:

- Watch your handwriting. The insurance company has to be able to read your application. If not, mistakes – and delays – are inevitable.
- Complete address for primary and other insured. Keep in mind that people outside the Bay Area probably won’t identify S.F. as an abbreviation for San Francisco.
- Place of birth.
- Occupation, income, place of employment and years with current employer. If the client is retired or a housewife, state that.
- Driver’s license number and the state that issued it. This is required even if the client has not had a DUI/DWI or speeding ticket. Obtaining this information also provides you an opportunity to verify identity (necessary post-9/11) and date of birth.
- The relationship of the primary or contingent beneficiary/beneficiaries and the percentage of the death benefit each receives. If the beneficiary is not a blood relative, you have to establish insurable interest. For example: fiancé, business partner, etc.
- Face amount and/number of years of the term.
- Necessary supplemental questionnaires. It is very important that these are turned in with the application or the policy will be amended.
- Social security number is missing on the application. It is also required on the child rider supplemental form. The only exception is when the child is less than six months old.
- Beneficiary missing from child rider supplemental form.
- Other insured information must be complete, including face amount and questions.
- All questions must be answered. If “yes” is marked, an explanation is required.
- When providing doctor’s information, include full address and phone number.



- Otherwise, an APS request may be mailed to the wrong person or address, causing a delay.
- Voided check for monthly draft information is missing.
- One check is written for all applications. It is best to get separate checks for each application to avoid any delays in processing.
- Mortgage information is not complete or missing on the application. Attaching a copy of the lead or mortgage certificate is not acceptable.
- On the HomeCertain application, you need to fill in the free Accidental Death Benefit Rider bubble, then mark “free” or “no charge” in the blank just to the right of it.
- On the HIV form, be sure to print the client’s name on the first line along with the date of birth.

Set aside a block of time to become familiar with the applications and forms for the various insurance companies. Many of the supplemental forms are rarely needed; however, you need to know when one is required. Otherwise, you’ll find yourself in a situation where you have to go back a second time to get the client to sign the appropriate form. This all causes another delay and makes you look like a rookie. By working on this now, you’ll be able to confidently and accurately complete all the necessary form right from the start.



Do Your Own Protection Plan

One of the secrets to success is to lead by example, so put your own protection in place first. Make sure to include your spouse or partner.

Then take care of the rest of your family. Set up universal life policies to fund your children's college education.

Get an equity indexed universal life policy to take care of your estate.

And finally, annuities are great financial planning tools for parents and grandparents.

Why, you may wonder, do I have to take care of this first. It's quite simple: you have to believe in what you're doing in order to be successful at it.

When you're sitting with prospective clients, telling them how much they need the mortgage protection, you speak with total conviction only when you already own and believe in what you are recommending. Without it, you are not as convincing and your close ratio is not as high, so in order to make the kind of money you want, you have to work more.

Many of our agents make a copy of their policy's declaration page, have it laminated at an office supply store and carry it with them. Then when they are asked if they own the product, they have proof.

Bottom line, you need to be a product of the product you're selling. If you don't believe in it enough to own it, how can you recommend and sell it to others?



Managing and Tracking Your Business

We believe that you cannot manage what you do not measure. In order to help you get the lead-to-sales ratios needed, we require that you track both your phone call performance and your appointment performance. That way, if there's a problem, your manager can quickly identify it and work with you to correct it so that you're setting and closing more appointments with less effort (and increasing your income at the same time!).

The tracking system is pretty much self-explanatory. The necessary forms are:

- [Call Performance Tracking Sheet](#)
- [Appointment Performance Tracking Sheet](#)

It is very important that you keep track of your business every day so that you get paid sooner than later. The best time to check it is first thing every morning when you get up. It will give you the rest of the day to fire off emails to new business or resolve requirements with clients.



Maintaining Your Clients

Before a Policy Is Issued.

Your clients need some handholding to reassure them that everything is progressing well. This is an important process to them and you need to treat it the same way. We believe that if you contact them every week between when they signed the application and the policy is delivered, it improves your placement ratio. It also helps develop a great client relationship that can prove lucrative for you through additional purchases and referrals sales.

You can call them or have your secretary call them weekly. Or you can use a letter program.

If you decide to use the letter program, we've provided suggested letters:

- First Letter After the Sale - [click here](#)
- Weekly Letter After the Sale - [click here](#)
- Schedule the Policy Delivery Letter - [click here](#)

Delivering the Policy

To achieve a high placement ratio and keep charge backs to a minimum, you need to deliver your policies **personally**. This meeting only takes about five minutes, but it is the best feel-good session that you have in this business (next to watching your weekly commissions grow!). Delivering the policy shows that you care and feel that it is important enough to make sure your client understands the protection he bought from you. Later, he won't remember the details, but he will remember that you cared about him. It helps cement the relationship and is another step in turning each of your clients into a Client for Life.

You can avoid problems with any misunderstanding while you're at the client's house. If you sold F&G HomeCertain and the client opted for the guaranteed premium rates, be sure to go over them. This prevents him from finding out later and thinking you pulled a fast one on him. If this happens, nine times out of ten, he will cancel the protection because he thinks he was ripped off.

If you sold him Foresters Strong Foundation, the rates already are guaranteed, so this is not an issue.

Take advantage of the good "ju-ju" at this meeting by getting additional referrals.

Here are the steps you need to do during a policy delivery:

1. Take out and keep the agent card that comes with the policy.
2. Congratulate your client on getting his policy approved. Really make him feel good about himself that he made a great decision taking care of his family.
3. Pull out the delivery form and have him sign it along with any other amendment form that requires signing. Put these signed forms in your briefcase **immediately** so you don't get them mixed up with the policy and accidentally leave them behind. If this happens, you'll have to schedule a time to stop by and pick up this paperwork.
4. Ask your client three reasons **why** he bought the policy. After each reason, take a big black Sharpie marker and write the reason (short paraphrase) on the front of the policy cover in big bold letters.



The reason you do this is if he ever wants to cancel this policy, when he pulls it out, he sees his reasons for buying the coverage in the first place and has second thoughts. The more emotional you can make the reasons, the better. Example: "Give my family a paid-off place to live with no financial burden when I die." This evokes more emotion than "Pay house off if I die."

5. Open the front cover and write your phone number under your name and address on the first page.
6. Still on the first page, write the premium amount, when the first premium is going to be drafted (if it's on monthly bank draft) and what day of each month the premium is drafted. Let the client watch you do this so that he knows where to look should he need this information. This avoids any unnecessary phone calls to your office asking for this information.
7. On the summary of cost and benefits page, briefly point out the death benefit amount for the client and spouse or partner, the term and each rider along with a short explanation of its benefit.
8. For F&G HomeCertain, go over the premium payment section showing the current premium versus the guaranteed maximum (if applicable).
 - a. If he bought the extended premium guarantee (F&G), then show him how his premium will absolutely remain level for the entire term. (With Foresters, guaranteed rates are automatic.)
 - b. If he did not buy F&G's extended premium guarantee, then show him the current versus guaranteed maximum. Remind him about why his premium has very little chance of going up (you covered this in the first appointment). There are only two reasons why rates would ever increase:
 - i. Increase in mortality rates. Highly unlikely since term insurance rates have historically decreased due to people living longer and advances in medical science.
 - ii. Rising overhead costs. While this may be a problem with the company, approval for rate increases would have to be unanimously granted by each of the fifty state insurance commissioners who are on the consumer's side. The chance of all fifty approving this is very slim. In the off chance that the insurance company goes out of business, most states honor the policy as written, but more likely, another insurance carrier will take over the policy and honor it as written.
9. Go to the two-year incontestability period section and explain briefly what it is.
10. Briefly explain the suicide exclusion provision.
11. Go over the 30-day grace period. Explain that he needs to notify you of any changes to the account (such as new address information) so you can keep track should he unintentionally lapse his policy.
12. Point out where the copy of his application is located.

That's it. This takes only a few minutes, but the payoff in long-term renewals, a low charge back ratio and the number of referrals you get means money in your pocket.

