

The Selling System

Keys to Remember

Mortgage Protection/Life Insurance is an emotional sale

- You are helping your client think, plan, and prepare for their eventual death and the effects that it will have on their family.
- There was emotion when they sent this card in; there should be emotion when they purchase their plan.

One Step Close

- This program is designed to close the lead in one appointment
- The “sale” was made with the lead
- The appointment is set up to choose a premium level and pick up a check and get referrals

Keys to Remember

You are not an insurance salesperson – you are a “Mortgage Protection Specialist”

- You have the expertise to counsel the client on the best way to protect their home for their family
- You have to differentiate yourself from your competition

The Client Sent the Letter Back

- They want to buy. Do not wait for a “yes”. They have already said “yes”.
- Book the appointment.
- Show the features and prices.
- Then fill out the applications.

The “Big 3” Keys

1. Emotion – Paint Pictures with Words
2. Logic – Show the Prices
3. Assume the Sale – Don’t hesitate. Fill out the application

The Selling System

The Phone Call

The Phone Call – Book the Appointment

What you are trying to accomplish

- Let the client know that you are the agent for their area
- Set the appointment (15-20 minutes) to show how the program works
- Ask for major medical conditions

The Phone Call – Book the Appointment

Script

- “Hello, Bob, this is (Your Name) with the Mortgage Protection Group.
- “I am calling in regards to the letter we mailed to you concerning your mortgage with (Name of Company).
- “You mailed it back to me and we received it today.
- “I am the agent that works your area.
- “I can meet with you tomorrow between 6 and 7 or Saturday morning at 10 or 11 (book 24-48 hours).
- “Which one works better?”
- After the appointment is booked, ask, “One more thing Mr. Bob, do you have any major medical conditions?”

The Phone Call – Objections

- 95 % of objections are created by something that you say.
- Examples:
- Why did you send this in?
 - I just wanted some info... (Oops!)
- What do you want to accomplish?
 - I just wanted a price... (Oops again!)

The Phone Call – Potential Objections

- I can't meet tomorrow...
 - Great, so Saturday morning works better. Would you like the 10 o'clock slot or the 11?
- I just wanted some info...
 - I mailed the info to you and you sent it back. Since you are interested I will now take 5 minutes in person to share with you how it works, answer your questions, and give you the bottom line. I can see you tomorrow between 6 and 7 or Saturday morning at 10 or 11. Which one works better?

The Selling System

The Appointment

The Appointment

What you are trying to accomplish

- Close the deal! Come out with apps and checks!

Basic Outline

- Make the clients feel comfortable
- Go over the features
- Show the prices
- Write up the application
- Collect a check!

The Appointment

Script

- Introduce yourself.
- Make them feel special, compliment them on their home, their yard, the car, etc.
- Once at the table...
- “Bob and Mary. Let me begin by saying that I am not here today to sell you anything. I am here to go over the benefits of your program and to show you the bottom line. We will then send in a request to the underwriting company and they will make a decision based on that request. Sound good?”
- “Now, I can take 2 hours and show you all of the charts, graphs, and brochures or I can take 10 minutes, show you what it is and what it does, answer your questions, and give you the bottom line. Which one would you prefer?”
- Then cover the selling points on the lead.

The Appointment – Selling Points

Script

- Pull out the lead and applications. Let the clients see the applications and any applications that you have with checks attached to them.
- “Great. Here is the letter we sent you and that you filled out and returned to us. It lists your mortgage amount and when you closed on that loan.
- “This first paragraph states that due to your status as a new loan holder we are able to put this protection in place without having to stick you with a needle or asking you to pee in a cup. This is important. This means that this program will be issued based on your word. Now, the underwriting insurance company will check with the Medical Information Bureau to make sure of what other insurance companies know about you. If you tell us that you have no medical problems, but five insurance companies have declined you, that will throw up a red flag and our company will have to investigate with your doctor. If this happens, it will slow the insurance company’s decision time. But as long as you are truthful, this shouldn’t be an issue.

The Appointment – Selling Points

Script

- “This first bullet says that we will pay off your mortgage if you die. This means that we will pay no matter how you go. If you are in a car accident, or have a heart attack, whatever the case may be, we will pay. And it is irrelevant to us if it happens in the first year or the twenty-ninth, we will pay off the same full benefit. Does this make sense?”
- “The second bullet says that if you can’t work due to illness or injury, we will make your monthly house payment in full for up to two years per illness or injury. If you can’t work because you’re sick or injured, we will make the monthly payment. Period. This includes principal, taxes, interest, and insurance. Does this make sense?”
- “Your next feature says that should you lose your job, we will make the payments for this protection for six months. Another way of looking at this is that you may lose your benefits at work, but not the benefits that you have with us. Make sense?”

The Appointment – Selling Points

Script

- “Finally, if you don’t use this protection, we will give you back all of the money that you paid in. In other words, either you use the protection or you don’t. If you do not, you have not lost a thing! Pretty neat, huh?”
- “Well, let’s take a look at the bottom line for the bells and whistles. Alright?”
- At this point, there are two main methods for showing prices. Either off of the laptop (the full package) or the 4-option sheet found in the Appendix.

The Appointment – Present Prices

What you are trying to accomplish

- This is where you show the bottom line.
- You need to be very sensitive to reading their body language.
- You need to show the plan and then start writing up the applications.

The Appointment – Present Prices

Script suggestions for the 4-option profile

- “Here is Option 1 and what it provides. And this is Option 2. Etc.
- (Cover up the prices and ask) “Does this suit your needs?”
- “What I mean by that is Bob, do you need disability? Not to belittle you in any way, if you were out of work tomorrow, do you have any type of disability that would pay this? (If they do then → Well Bob, then maybe you don’t really need this option)
- “Mary, do you need the disability program? If you were out of work tomorrow, would you need this disability plan to make this house payment or could your husband continue to make the payments? (If they do need it on her then → Then we need to cover you and not him for disability.)
- “Okay, now we need to look at your budget. Which one best suits your budget?”
- While they are deciding, start filling out the application.
- If you hesitate, you will probably lose the opportunity to close the deal.

The Appointment – Present Prices

Script suggestions for the laptop

- “Well, Bob your program is \$___ per month. And Mary, yours is \$___.”
- “Now Bob, who did you want to leave this to when you die? To Mary?”
- Fill out the application. If you hesitate, you will probably lose the opportunity to close the deal.

The Appointment – Present Prices

Finding money without touching the program

- If price is a problem for the plan that they want...
- “\$15 is only 50 cents per day. Now let me ask you something – 50 cents a day. Now if truth be known, I’ll bet both of you stop on the 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 per day so you know you can lay your head down at night to go to sleep and if something happens, your house is paid for?”
- (if it’s a \$30 difference) “Now, I’m not trying to be too personal, but how many times a week do you go out to eat? You probably spend about \$30 each time? Can you give up one of those a month to rest assured that if something happened, that your house payment is taken care of?” (try to find the money for them)

The Appointment – Present Prices

If they balk at the check-o-matic

- “Well Bob, that’s not a problem, I just need to collect the first twelve months tonight.”
- “You see, most folks that don’t like the check-o-matic, don’t like it because they feel they are granting a company access to their hard earned money. Unlike most companies that offer a draft option, with us, it is not a human that decides each month whether to draft or not and for how much. With us, it is automatic. Your premium is set for the next 30 years. Each month, on the same date, our computer will automatically pay your premium. You can set your watch by it.
- “Bob, the insurance industry is one of the most highly regulated industries in the U.S. You can rest assured that the last thing an insurance company needs is to bring the SEC and the Insurance Commissioner down on them by being irresponsible with your bank draft.
- “Let me make a suggestion: try it for a couple of months and if they can’t get it right, we can always change it back to a billing mode.”