



INTRO

Congratulations! You've embarked on a new journey into the Final Expense market. It's important to understand the scope of this industry, so I'll go over a few stats with you:

- There are over 331 million people in the U.S. according to the 2020 Census.
- 16.5% of the population is age 65 or older (over 54 million people).
- 46% of the adult population DOES NOT have life insurance according to Policygenius.
- 27% of those that do only have group coverage (which is rarely enough).
- According to funeralocity, the average cost of a cremation in 2020 was \$2,145-\$4,977.
- According to the NFDA, the average cost of a traditional burial in 2020 was \$7,360.
- 100% of the population is going to pass away some day...

What's the most alarming thing you read? The average cost of a traditional burial is \$7,360 (and that DOESN'T include cemetery costs)! AND, one 1 out of every 2 people do not have life insurance! So, half the population may leave their family with a financial burden in addition to losing someone they love. That is a HUGE problem. Someone once said, "Without a plan in place, your family will cry TWICE."

That's where we come in. Final Expense plans are smaller whole life (permanent) policies for \$35,000 or less designed to cover end of life expenses. The underwriting process is simplified and can cover most pre-existing health conditions with an approval usually while you are still in the house.

Your job is to find out what they have in place (current insurance policies), what they want to have done (traditional burial or cremation), who will be the person in charge (beneficiary), and design a policy that takes care of the financial burden and make it affordable. Then let them inform their family and friends that you are there to service and take care of everyone (referrals).

We can also help clients with many of their Term Life insurance needs as well. This will typically be for other temporary needs like needing to pay off a mortgage, replace income, or to pay other expenses that may not last a lifetime to pay off.

Sounds easy right? What we do actually is simple. Believe it or not, the biggest obstacle is YOU. You will need patience, persistence, a crazy work ethic, to be coachable, and willing to do what makes you uncomfortable... sometimes VERY uncomfortable. The learning curve is different for everyone, but within a year of dedication to your new craft, you'll be well on your way.

This training manual breaks down the different parts to mastering this business. There is a secret... PRACTICE PRACTICE PRACTICE. Every day you should be reading and rehearsing the script, record yourself (the best way of improving), getting in front of clients, and staying in touch with your up line for help and guidance.

Make it your own. Learn the process (Building rapport, giving the Agenda, Discovery, Qualify, Quote and Close). Then make it yours. That's when your confidence level hits the roof and this business becomes FUN.

Remember two things:

- 1) **This is a relationship business. If people like you, they'll listen to you and trust you...and they'll do business with you.**
- 2) **ALWAYS do right by the client. If it benefits the client, do it. If it doesn't, DON'T DO IT.**



GETTING STARTED

As an Agent with American Patriot Agency, you have certain benefits that will help you build your business. They include:

-Lead financing (50% commission repay). You don't have to find good lead vendors yourself and pay tons of money upfront. This is going to keep you full every week with new people to talk to. That is half the battle of this business!

-Top level commissions. And we have the room to grow your commission percentage more than most other agencies or IMO out there as you grow your sales or team.

-You can use lead financing on any of our approved vendors. If you have other vendors in mind, ask us! We may be able to get them as an approved vendor.

-Advance commissions paid on APPROVAL, this means you typically get paid within 2 days of writing the business with your client.

LEAD SOURCES

Consistent Leads- These are very good quality SEO, or search engine optimization leads. The client starts the process by some type of internet search, they land on our vendor's page, physically type in their info and bam! We have a lead! These are also produced very quickly within an appropriate geographic area, and very affordable at 11.00 per lead. Many orders of 50 have produced upwards to 10,000 AP. To maximize your income potential, you should work a minimum of 40 in a week. You should expect to close 15% or more with the proper approach and presentation.

Need A Lead- One of the best mail lead houses in the market. They have many options to choose from as far as what lead card you want to mail. They also are one of the very few direct mail vendors to offer a price per lead of 45.00 per lead. They do offer a guarantee that after 3 months of the mailing, if you did not receive the full number of leads you've ordered, they will credit your next order. As with any direct mail lead, it can take up to 4 weeks to start getting cards back that clients have filled out. You should expect to close 25% or more with the proper approach and presentation.

Lead Concepts- Again one of the largest and premier direct mail leadhouses in the country. They can tell us what they expect in a particular area of returns, and offer a guarantee to make sure those return numbers are realized or we get extra mail at no cost on the very next order. They currently are priced at 525.00 per 1000 mailers. You should expect to close 25% or more with the proper approach and presentation.

DAU Live Transfers- If telesales is the path you've chosen, we can also finance live transfer leads. DAU charges 35.00 per transfer, and You should expect to close 20% or more with the proper approach and presentation. Never done telesales? I can tell you from experience that even though it sounds easier than face to face selling, IT'S NOT! It takes being licensed in at least 15-20 states, Lots of hours on the phone, at least 30 hours of talk time per week. Also you really have to stay in touch with your client during the initial phases of their policy to ensure they keep their coverage. If again, this is the path you've chosen, we can help get you what you need to handle this aspect of final expense and life insurance sales.



PRINT LEADS AND GET ORGANIZED

After you order your leads, print them out and organize. For Consistent Leads, your lead info will be kept on a google spreadsheet to allow you to keep good notes on each lead. Remember, just because it's not a sale today, doesn't mean it will be that way forever. Your actual lead cards that you take to the door will be emailed to you as a PDF. Direct Mail leads will have built in lead management in their websites.

Once you've printed out your leads, it's time to get organized. There are various apps for route planning, Google Maps is one of the best tools to help with this. It allows you to enter the lead's address and see it on a map for planning out your day. It also has different colored filters so you can see new leads, appointments, needs serviced, left at the door notice, etc at a glance. You can leave notes and schedule calendar appointments. It's an invaluable tool for the field, especially at the price of 0!

Once you have entered all your leads into your route planner, organize them in a route. Then it's time to go see them! Now you may be asking, should I call them first? The short answer is yes, you can. But here's why its strongly suggested to go straight to their door:

1. Nowadays, people are getting bombarded on the phone. Chances are even if they answer, they will mistake you as a telemarketer like the 99 other calls they've received that day.
2. It's much easier to "mess up" a lead by miscommunication over the phone than face to face.
3. When we go straight to the door and show them what they've responded to, along with our preapproach letter, it shows a commitment to them about how much we care. They've asked for the information, and we aim to get it to them and make it as easy and accommodating as possible.
4. Even if you call and set appointments, you're going to that area anyway.
5. You will miss sales on every lead set with just calling and setting appointments. If you want the very best return on investment for your lead dollars, go straight to the door and introduce your self.

Sometimes you may stop by a house 3-4 times and leave your preapproach letter and a copy of the lead and find it gone every time you ride back by. That means someone is getting the info! In that case, you may find that calling, or texting, is the only resort left. If you must call a lead, here's some things to remember. When calling through your leads, most people will not answer a number they don't recognize. One technique that works is called the **double tap/triple tap**.

Double tap/Triple tap- call the client and if it goes into voicemail, give it 20 seconds then call back. During that 20 second delay, I will save the client's name to my contacts. This way if they call back, I can caller ID them. When you call back the 2nd time (double tap) they will answer most of the time. Telemarketers usually don't call a 2nd time so the client thinks it's someone they know or an emergency and will usually pick up. Sometimes you can call back a 3rd time (triple tap) and they will answer. Use whatever works for you.

If the phone call doesn't go well don't sweat it, you are still going to stop by in person.

REMEMBER: A "no" isn't a "no" until it's a no in person!



If the call starts to go bad, thank them for their time and hang up.

Seniors literally get bombarded with phone calls during the day and they can't remember what they sent in. When you show up in person with the handwritten lead, it will help them recall.

PHONE CALL SCRIPT

"Hello (first name)?

This is (your name), I received your request you sent through the (internet/ mail) for quotes on final expense plans and I was assigned to your case to help. (first name) I need to verify what you (wrote down/ typed) and I'll get you off the phone real quick, OK?

You put that you are ___ years young, is that still correct?
And you have your address as _____ is that still correct?
Ok great! And I know that your phone number is correct because I'm speaking to you (laughlol)

I'm going to be in your area tomorrow and I need to meet with you for a few minutes to be able to help with your quotes and explain how the plan works. What time of the day is best for you, morning, after lunch, or in the evening? Does (time) work for you? (If no, suggest another time)

Ok great, it will only take a few minutes to go over what you qualify for and take care of you.

Is your address a house, apartment or mobile home? What color is it? Any cars outside that will help me identify your house?

Just so you know it's me, I'll have my state ID badge on.

OK (first name) I'm looking forward to seeing you tomorrow at what time again? (Let them answer) Great! Have a great day!"

Remember, this is just a simple meeting to find out what they want to accomplish and what they qualify for. The more you focus on the simplicity and how you're just there to help make things easy, the better chance you have to sit down. Don't forget about the 5000 add plan if it helps you get the appointment!



STRAIGHT TO THE DOOR SCRIPT

- Make sure you look professional. Have your ID badge, preapproach letter, and lead piece ready.
- Always check your energy level before approaching the door!
- Assume the client sees you getting out of your car...it's SHOWTIME!

"Hi (first name)!

I'm (your name), I received your request recently for final expense plans, and I was assigned to your case to help (show the lead card, and your preapproach letter). I'm on my way to my next appointment and had a few minutes so I wanted to deliver this letter to you in person, it explains what we will go over to help you find the best plan. Do you mind if I step inside for a bit and visit?"

Keep it simple! Again, this is just a little visit to get to know your client and them know you. If you overcomplicate it at the door, it's tough to get in or get an appointment. If the client says its not a good time, it's ok to set an appointment. But before you do, make sure you follow this:

"I understand! Mostly I just wanted you to know who would be helping you with this. I'm sure this money is going to be important for someone in your family when that day comes and I take that seriously. I know when my day comes, I want my (your family member) to not have to pay anything when I die. Who is it that you wanted to take care of when you pass? This is a special thing you're doing (first name) I'm glad to be the one to help you with it. What time of the day is best for you to sit down for about 15 minutes, morning, after lunch, or evening? Actually, (first name) since this won't take long at all, you want to let's go ahead and get a few bits of info now?"

If that's a yes, ask to come in again. The above works well also for "I'm not interested" or "I already have insurance". Just remember keep it simple and remind this is important for someone in their family. Also, remember the 5000 AD&D plan! It may help you get in!



IN THE HOUSE

-Take 5-10 minutes to build rapport. Talk about pictures, pets, anything that puts the client at ease. Be careful not to spend too much time though!

-Transition by telling them what you will be doing today (AGENDA)

AGENDA

"I want to thank you again for taking time out of your day to sit with me. What I'm going to do is ask you a few questions to find out what made you reach out to us and what you currently have in place. **(DISCOVERY)**

After that I'm going to ask you about your health and the medications you've been taking for the last few years. That will help me determine which plan you qualify for. **(QUALIFY)**

Then we'll look at some affordable options to choose from and we'll be done! Promise me one thing... it has to be affordable. If it's not affordable, please tell me and we'll find something that is, ok? The good news is we work for you, not an insurance company. We have several A rated companies that will fight over your business, and we're going to figure out which one will give us the best deal!" **(QUOTE AND CLOSE)**

-Take notes on the lead. This will help you throughout the visit!

DISCOVERY

****You must establish why you are there. What made them reach out to us? Do not skip or rush through this step. This is where the sale or no sale happens. Master this step!**

"When you sent this in were you looking into this for just yourself or for you and someone else in the household?" **(Get all parties involved and sitting down)**

"You said that you were _ years young, is that correct? What is your date of birth?"

"Now some of my clients have a Rep-payee, Executor, Power of Attorney, or someone that is in charge of their finances. Do you need to have someone else present or are you able to make all your own decisions? **(Find this out early! This eliminates "I need to talk to my wife/son/neighbor/pastor/aunt/dog/etc...")**

"Most of the time when someone reaches out to us, they've just experienced a death or funeral of a loved one. Is that what happened with you?"



If they did, offer your condolences. Find out:

-Who passed away?

-Was it sudden or were they ill?

-Was there life insurance involved or did the family have to pay out-of-pocket?

-If there was NO insurance involved, it was probably a **BAD** experience. Assure them **that we are going to take care of this today so that their family will not have to go through it again.**

-If there was insurance involved, it was probably a **GOOD** experience. Assure them that **we are going to take care of this today so that things will go as smoothly for their family as it did before.**

If they DID NOT experience a death or funeral:

"I'm glad you haven't lost anyone close to you. Other reasons people reach out to us are:

- 1) They don't have ANY insurance in place and don't want to leave a burden on their family OR
- 2) They have SOME insurance but want to add more because the cost of a funeral has gone up and they don't want to leave a burden on the family OR
- 3) They have a policy in place and want to see if they can save a little money on their monthly premium.

Which one would you say you fall under?" **(Write their answer down)**

-If they have insurance, fact find how long they've had it, what is the face amount, what is the monthly premium. I do not make it a habit of replacing existing coverage unless it benefits the client. I would commend them on having something in place and see where we can supplement what they have to ensure the family will not be left with a burden.

"Who will be the person in charge of your services? Who will we be working with?"

-It's very important to find out who the beneficiary is. This is who the policy will actually benefit. If you can have the beneficiary present, even better!

****Write down the beneficiary's name and refer to them often during the visit. They are the whole reason you are sitting with the client!**

"Has (beneficiary) ever had to handle a funeral before? How do you think they will do on that day?"

-I know this seems dark, but you want the client to think about how the beneficiary will do on that very difficult day. Most will be concerned. It's time to reassure them that you'll be there to help out, so they won't be alone.

"On that day, all (beneficiary) will have to do is call me and I'll be there to walk them through the process. I'll do all I can to make sure they are alright, ok?"



-This will bring relief and peace of mind to the client, as well as increase the value of doing business with you.

"Have you thought about what type of service you want? Traditional burial or Cremation?"

-This question is to establish how much coverage they will need. You need to know the costs of funeral services in the area you are working. It's a good idea to stop by local funeral homes and ask for their GPL (General Pricing List).

-If you don't have GPL's, you can use www.parting.com. You can give the client a rough idea of costs based on what service they want. Be the professional! The more answers you have for them will help build their confidence in you!

-WRITE DOWN THE COSTS SO THE CLIENT SEES HOW MUCH COVERAGE THEY

NEED.CREMATATION

"There are 3 levels of cremation. Which do you prefer?"

-Cremation with a viewing is a full service with cremation after. (\$4-\$5,000)

-Cremation with memorial is a service with urn present after the cremation (\$2,500-\$3,500)

-Direct Cremation is no viewing or memorial and is the least expensive (\$1,000-\$2,500)

TRADITIONAL BURIAL

"Traditional Burials in this area can range from \$7,000-\$10,000+ ,depending on how basic or elaborate the service is."

-When establishing funeral costs based on what they want, remember that the prices are TODAY'S PRICES. If the client lives another 20 years, inflation becomes a factor.

-Show them face amounts to protect them for today AND tomorrow. If they increase the face amount 10 years from now, the premiums will be much higher compared to today.

"Do you already own a cemetery plot or will you need funding for that also?" (Traditional only)

-If they are doing a traditional burial, they will need:

-cemetery plot \$800-\$1,200

**-opening/closing \$1,000-
 \$1,500**

-vault \$1,000+

-marker or stone \$1,000+

-Get pricing lists from local cemeteries in the area you are working to validate what the client will need. Cemetery costs can add \$4,000+ to the Funeral costs.

"So were you only concerned with taking care of your services, or were you wanting to leave a little money to a family member?"

-Since premiums will never be as low as they are today, the client may want to add additional funds to leave for loved ones.

"So based on what you're telling me, you'll need \$ _____ to take care of everything...and that's if you passed away now. Do you have longevity in your family? If you live another 20



years, do you think the price stays the same or goes up? (It goes up.. .) The good news is your premiums will never be lower than they are today, so you can lock in tomorrow's coverage at today's premiums. When I show you some options, we'll look at taking care of today and inflation for 10/20 years from now. **It's important to find something affordable for you, ok?"**

SUMMARY/TRIAL CLOSE

"So let me make sure I have everything right..."

Example:

You recently lost your mom but she had enough insurance in place that the family didn't have to come out of pocket. You reached out to us because you don't want your family worrying about how to pay for things when you pass...

You have some insurance in place but you want to add more so that there's enough to leave to your family after all the costs are paid...

Your daughter Erica will be the person in charge of your services and we'll be there for her to walk her through the process on that day, so you don't have to worry about her being alone...

You want to do a cremation with a viewing which we established is right around \$5,000 today. We're going to look at options to protect you for today and 10/20 years from now as well as leave a little to the family as long as it's affordable...

Does that all sound about right?"

"So on a scale from 1 to 10, if we can find something that's affordable, how important is it to you that we get this taken care of today?"

-This is a moment of truth. The client will tell you their temperature. If they say 5 or lower, ask them why they feel that way. They may just need more information before they become a "10". If they say 7 or above, chances are you are about to write a policy and help the client!

THE SOLUTION

"Here's how the plan works:

- This is a permanent plan that will pay cash to your beneficiary anywhere between 5,000 and 35,000, and in some cases more depending on which amount you need and qualify for.
- The rates are very affordable and will never increase, no matter how old you grow, or what happens to your health from this moment forward.
- The benefit amount that you choose can never be decreased or cancelled, no matter how old you grow or what happens to your health from this moment forward.



- It is a very simple application process. There are no medical exams is needed! There are just a few questions I'll ask in a minute that will tell me what plan may be available with the best in coverage and the least expensive for you.
- In most cases, benefits are immediate from the very first day.
- Your plan will also build guaranteed cash value over time that you can use either for emergencies, or better yet let the cash build and pay for your premiums in the future." "So, with this plan in place, (beneficiary) will not have to worry how they will pay for your services or what you wanted to have done. Does that sound like something you would like to have in place for (beneficiary)?"

QUALIFY

"What I'm going to do now is go over the health questions and all of your active prescriptions. Can you please get your prescription bottles or list for me?"

-Confirm date of birth, height and weight, tobacco or non-tobacco, write down all medication/dosage/how many times per day/what each is used to treat/how long used on the lead.

-Start with the health questions on the American Amicable FE Application on americanpatriotagency.com.

-After answering the health questions and writing down all medications, check each carrier's preferred health risk on americanpatriotagency.com.

****DON'T GET STUCK AND LEAVE! CALL JASON AT 803-960-6427 TO HELP YOU IN THE HOUSE UNTIL YOU ARE COMFORTABLE WITH PLANS. TEXT A COPY OF THE LEAD WITH THE MEDICATIONS THEN CALL. PUT YOUR PHONE ON SPEAKER AND INTRODUCE YOUR CLIENT.**

QUOTING PREMIUMS/CLOSING

-Use the RATE CALCULATORS on americanpatriotagency.com to work up quotes. Accidental death benefit is always a good addition to any policy.

"Based on your answers and medications, it looks like you qualify for **(Preferred/Standard/Modified)** plan with (carrier Name) Give a brief synopsis of the strength of the company."

"As we discussed earlier, the cost of your service today is \$_____. If you live another (10,20,30) years that price will be \$_____. And you said you wanted to leave a little for your (son/daughter/grandkids). So let's look at \$_____ and see how that works for you. VERY IMPORTANT, this has to be affordable, so if it isn't, please tell me and we will find something that is, OK?"

-On the last page of your In Home Presentation Guide, write their first quote on the top.



"So for \$____ of permanent whole life coverage if you pass from natural causes, and \$____ if you pass away from accidental death, your monthly investment to protect your (beneficiary) is ONLY \$____ "

"How does that work for you?"

-VERY IMPORTANT. Watch the client's body language! You want to make sure the client accepts a premium that is affordable to them. If they hesitate, suggest a lower face amount!

Client- "That is a bit higher than I wanted to go."

"Thank you for being honest with me! This doesn't do you, your family, or me any good if you have to cancel your policy within a year because you bit off more than you can chew. Right?"

"So you know your budget better than I do. What were you thinking, something closer to \$____?"

-Suggest a premium amount close to the first quote (drop \$20). The client will let you know if it's affordable or still too high. You can also remove accidental death benefit, just make sure you tell the client.

-Rework the premium on the rate calculator. There is a Use Premium feature that you can put in the amount affordable to the client and it will recalculate the face amount.

"So, here's what I came up with for you. \$____ if you pass away of natural causes and \$____ should you pass away accidentally, your monthly investment is ONLY \$____."

"How does that work?"

Client- "That's much better. I can do _____."

"Great! I just need a little more information and we're almost done! What day each month do you get paid your social security? "

It should be the 1st, 3rd, or 2nd, 3rd, or 4th Wednesday.

"That's the exact day you can pay your premium, never a day before, never a day after. That makes it easy for you. If you can do me a favor and grab your checkbook unless you know your account info. "

-Complete the appropriate carrier's e-application and look for your decision! If you get any decision other than approved, call Jason! Don't leave the house until we find them a plan!



REFERRALS

"I'm glad we were able to take this burden off your family today. But I know in every family, there are one or two people that if they passed away, the family would be asking for help paying for the services or even worse have to set up a Go Fund Me.

I want you to think about your family and friends for a second. Who needs to put a plan in place so they won't leave a burden on the family or even worse, ask you for help to pay for services? WHO ELSE CAN WE HELP?"

-Get a few names from the client, then ask if they can contact them to make the introduction.

"Can you do me a favor and call them to let them know I'm in the area? I can stop and see them on my way to my next appointment."

-Referrals are a key part of growing your business. Be sure to get referrals from every policy that you write and this will help minimize your lead costs.

-Leave the SNL FE brochure with the client. Complete the back of the brochure with your name and phone number, as well as the date of their first draft payment.

-Thank them again for protecting their family and for the referrals. Let them know you will be in touch every now and then and to contact you immediately if they have a question or concern.