



Official script

Introduction Phase - (confidence) (they requested you to call them)

Through the conversation engage the client to talk - encourage that they ask questions

(Start)

Agent: Hello may I speak to (client first name)?

Client : this is (name)

Agent: This is (AGENT'S YOUR NAME) from Financially Fluent reaching about the recent inquiry you made with us. You submitted an inquiry with our company through social media about an IUL, cash value life Insurance policy, or becoming your own bank.

Does that sound familiar?

Client : responds

Agent: Perfect, I will be the one personally taking care of you! (short pause)

How I like to structure these calls is:

1st I will tell you about our company, that way you know you have a reputable team taking care of you! (short pause)

2nd I will send you my information and tell you who I am that way you know you are talking to an experienced life insurance broker that has your best interest at heart! (short pause)

3rd We will discuss what interests you about the ad and to see if this is a good fit for you. (short pause) **How does that sound?**

Do you have any immediate questions for me? (pause)



Client : responds

Agent: Our company has been established for 3 years and we have over 100 agents nationwide in states like FL, TX, Ohio, and Arizona. Our headquarters are located in Tampa, FL. You can visit our website to view more information.

We are brokers, so what that means for you is that we work with over 30+ A rated carriers which allows us to not only be able to shop around for the best pricing but also if you were to get declined, worst case scenario we have other carriers that will get you an approval. **Does that make sense? (pause)**

Client : responds

Agent: Who I am: **(make your intro based on your experience) (say you're a managing partner)**

Example: I am a managing partner here at Financially Fluent. I have been in the financial industry for 15 years and have become an expert in everything finances. I have been helping clients like yourself build generational wealth and protect their families for a long time.

I am going to text you my business card to the phone number that we're talking so that you can put a name to my face, and I'm also going to send over my landing page, it will give you access to our company website, our google reviews, and my verified producer link. That way you know I am real and not a scammer! **(This is a blinq link - make one if you dont have one)**

Just sent it over, did you receive it?

Client : Ya I got it

(Discovery Phase - Explore buyer's need)

Agent: Awesome, now what was it that caught your attention about the ad to make you want to look further into this?

Client: responds

***(Use these next questions to build rapport and mention back during the convo)**



Agent: That sounds good, these insurance policies are customized to fit your needs! You and your neighbor could get the same product but it could be structured differently. That is why it is important that you are speaking to someone who knows what they are doing!

Client: responds

Agent: Now, let me ask you a couple of questions to see if this would be a good fit.

How old are you?

Client: responds

What do you do for a living? (most self employed clients wont have any retirement setup)

Client: responds

What type of investments or retirement accounts do you have setup, example like a 401k? (Be prepared to make this an important part of the conversation)

Client: responds

God forbid something were to happen to you who would you like to leave money behind for? Kids? Spouse? Family? How old are they?

Client: responds

Agent: Great, so far it sounds like this would be a great fit.

Client: responds

Agent: **If** we can get you approved for a policy within your budget today, what would be more important for you - building cash value or protection for your family?

Client: responds

Keep NOTE of those answers and use them through out the conversation.



Agent: Now, I do have to let you know that not everyone can get approved for life insurance. **IF** we get you approved, it's definitely a privilege. There's two main things the insurance carriers are going to look at to be able to determine your eligibility. When it comes to these policies here are the main factors that the carriers use for qualification:

1. Your driving record and background, they're going to take a look at your driving history mainly to see that you don't have any DUIs or excessive speeding tickets in the last 5 to 10 years. **Any concerns there? (pause)**

As well as they're going to take a look at your criminal background to make sure you don't have any felonies within the last 5 to 10 years.

Client: responds

2. The most important part will be your health. They're going to take a look at your medical records to see if you have any pre-existing conditions as well as your pharmaceutical records to see what prescriptions you're currently taking or have been prescribed.

How is your health? (pause wait response)

Have you been prescribed anything in the last 2 years even if your not actively taking it?

Client: responds

What is your height and weight?

Client: responds

Last, do you an active driver's license or state ID? How about an active bank account?

Client: responds (Decide based on answers which product to discuss)

Great, thank you for sharing, **my job** as a broker is to figure out which companies and carriers are going to approve you so this information is very helpful!



Now that you have shared a lot about yourself, do you have any questions for me before we jump into the fun stuff ?

Client: responds

******(Only do the breakdown of the 3 different types of life insurances if the client is looking for any type of life insurance and not just specifically an IUL, otherwise you can skip right to the break down of an IUL if they are only looking for an IUL)******

Agent: First and foremost I want to make sure that you understand the different types of coverage since you are relatively new to insurance.

When it comes right down to it there are 3 different types.

Term life, whole life, and index universal life.

We will start with Term life insurance first.

Have you ever rented or leased an apartment before ?

Client: responds

So then you know after that leasing contract is up you have the option to renew or move on to another apartment right ?

Client: responds

Think of term life insurance just like that except in 10 yr, 20yr & 30 yr increments!

So how old are you right now?

Client: responds

So essentially if we got you set up on a 30 yr term policy right now, it would last you



until age (insert clients age after 30 years). Then you have the option to renew it or move on to another policy

But, one thing I want you to understand about life insurance in general is that the older you get the more expensive it becomes.

So when you go to renew that policy at (clients current age plus 30) you're going to be paying significantly more than you did at (clients current age) unfortunately.

So term life insurance is great because its super affordable compared to whole life and universal life but what you have to remember is that it's only temporary coverage. It's only going to last you that set time frame unfortunately.

So if you don't plan on passing away in that set time frame then you are basically wasting your money.

Does that make sense?

Client: responds

Moving on to whole life insurance

Whole life is exactly what it sounds like, it lasts for your WHOLE life! It's permanent coverage, you're (clients current age) right now, it doesn't matter if you live to be 76 or 106. You are essentially protected until you pass away

As well as you build cash value on this policy. What that means specifically is in the future you can eventually use that cash and borrow against your policy to use that money for however you see fit.

There are a lot of pros associated with whole life insurance such as having permanent coverage, building cash value, and having a fixed premium for life but the only drawback when compared to term life is that it is a little bit more expensive unfortunately.

Does that make sense so far? Haven't lost you right? (Laugh make it joking tonality)



Client: responds

******(Skip to this part if client is only looking for an IUL)**

Agent: Let's talk about the index universal life (IUL) insurance policies

Agent: IUL's work exactly the same as whole life where you have permanent coverage, builds cash value and have a fixed premium for life, but it's like a whole life policy on steroids!

The reason I say this is because you build significantly more cash value on an IUL policy then you do with a whole life policy!

With a whole life policy you only build cash value at a fixed rate of 2% while with an indexed universal life policy you build cash value anywhere from 6 - 12% compound interest annually

The IUL is better suited for someone who is looking for an investment vehicle while also having a life insurance policy all combined into one.

Does that sound like you? Someone who like an investment and insurance policy at the same time?

Client: responds

Agent: Great, essentially that's life insurance in a nutshell.

Alright, the next step in the process is taking a look at some quotes so that we can find a company that's going to fit your budget.

So with that being said, what's a comfortable monthly payment amount that you would like to contribute to this that you know you can afford no matter what because it's very important that you keep this policy active in order for it not to lapse and so you don't lose your cash value or your family protection.

Based on your monthly payment amount, I'll be able to see how much coverage we can



get you or if you have a set coverage amount in mind that you would like, I can tell you round about what it would cost.

OK so based on your budget of **\$(clients budget)** a month it looks like I'll be able to get you around **\$(face amount for policy)** coverage for a **(type of policy)**.

(this example is specifically for IULS) Now keep in mind you can always over fund this policy and any money that you pay over the monthly premium amount 100% of it goes towards your cash value but the hundred dollar premium payment is the minimum amount required to keep the policy active.

(skip to this part if client is not getting an IUL) Now that we have a coverage amount and budget established, the most important part of this whole process is to do a FREE application! We do the application with you over the phone. It takes 5 to 10 minutes and the good thing is once I submit the application, the insurance carrier will give me a decision immediately!

There will be 1 of 3 outcomes. Either

- A) You'll get approved and you're good to go
- B) You'll get declined and if you do, we can always try with our additional carriers to get you an approval or
- C) It'll get sent to underwriting and if it gets sent to underwriting that just means you didn't get approved nor denied. It just means that the underwriters need to take a further look at the application before they can make a decision so it'll be about 1 to 3 business days before we find out.

Start application

After submitting application make sure to let the client know you offer referral money to any friends or family they send to you and you are able to get them approved on a policy