

Chapter 6A.

How to Close FINAL EXPENSE Leads by Qualifying, Presenting & Dealing with Objections

QUALIFY NEED

There are two main ways to qualify prospects' need when selling Final Expense life insurance plans:

1. Present the three traditional reasons why people buy life insurance and let them pick one.
2. Ask them what they had in mind when they agreed to have someone call them back or visit them about covering the cost of their funeral, burial, or cremation.

The three traditional reasons why people buy Final Expense life insurance plans are:

1. Because they don't have a plan to cover the costs they'll leave behind when they die.
2. Because they have a plan but they're not sure if their plan is the best price or enough coverage.
3. Because they have (at least some of) their final expenses taken care, but they want more coverage so they can leave a small legacy to their favorite child(ren), church, or charity.

Ron Wiza qualifies Final Expense leads in person by saying:

"When folks respond to this inquiry, it's usually for one of three reasons:

(1) They realize that they don't have any protection in place now and they want to make sure that when they do pass, there will be money available to help relieve the financial burden for their family and loved ones.

(2) They have coverage but they're not sure exactly what they have or if it's enough coverage.

(3) They have adequate coverage but would like to purchase a little bit more so that they can leave a special gift for a grandchild, or to their church or their favorite charity.

Of the three, where would you fit in? Is there anyone who would be financially impacted by your death? On a scale of 1 to 10, how important is it to have your final expenses taken care of in case of your death?"

After prospects have indicated their reason for meeting, the agent can ask four additional questions that can paint a complete picture regarding their need for a Final Expense plan:

- A. Who their beneficiary is. Whether the beneficiary is financially prepared to pay for their final expenses (if the lead already has a plan in place, this question is unnecessary)
- B. How much experience prospects (or their families) have had paying for someone else's final expenses (if the lead already has a plan in place, this question is also unnecessary)
- C. How they'd like their body disposed of: traditional burial or cremation
- D. If there's anyone else who will need a little help (survivor income) for whatever reason (debt, loss of spouse's Social Security checks, other final expenses not considered) when they pass away.

Let's see how some of the collaborators qualify their prospects more in regards to their needs for a final expense plan:

Matt Mungia MBA identifies their last wishes to ascertain their need and budget:

"Do you have want a full burial or a cremation?" "Who do you want your beneficiary to be?"

Mike Shure recommends to:

"Get the beneficiary names to mention how the plan benefits that specific family member."

Ron Wiza qualifies Final Expense leads in person by saying:

"When folks respond to this inquiry, it's usually for one of three reasons:

- (1) They realize that they don't have any protection in place now and they want to make sure that when they do pass, there will be money available to help relieve the financial burden for their family and loved ones.
- (2) They have coverage but they're not sure exactly what they have or if it's enough coverage.
- (3) They have adequate coverage but would like to purchase a little bit more so that they can leave a special gift for a grandchild, or to their church or their favorite charity.

Of the three, where would you fit in? Is there anyone who would be financially impacted by your death? On a scale of 1 to 10, how important is it to have your final expenses taken care of in case of your death?"

Jason Eichmiller qualifies a lead's need by asking them what happens to them without a plan:

"Tell me about your family"

(then I show them pictures of my kids).

"What happens when you die?"

I shut up and listen. If they are short winded I have to lead them,

"Who's going to bury you?" "What will your family do?" "How will they afford to bury you?"

Lawrence Malone dives in to qualify the lead's personal experiences to see if they can relate to the hardship of having to pay for someone's final expenses:

"Have you ever had assisted in paying for a loved one's funeral?"

"If yes, who? Oh wow, so they didn't have ANY life insurance? That had to have been a tough pill to swallow, right? Is there any reason why you haven't purchased any life insurance until now?"

(assuming the sell)

"So if you passed today without life insurance, who will be the person who will have to take care of all your arrangements and be in charge of coming up with the money to pay for it all? Are they in a position right now to do these things?"

"So you don't want BENEFICIARY to have to go through what you did when (whoever died) died, right?"

Denise Rangel builds rapport by being genuine and forthcoming about her own experiences:

“Ask them if they have ever been responsible for paying for someone's funeral, where the family had to gather money from several individuals. Or if they have seen families with a jar at the local stores with a story, trying to collect money for a funeral.

I explain that as a young family with three small children, my husband and I were expected to contribute money for a funeral for a family member and it was very hard for us.”

After — or, more likely, *as* — you qualify the need, you begin to educate the lead. Before you present any Final Expense options (which may seem, to prospects, more expensive than the life insurance ads they've seen on television), you'll need to explain the different types of insurance. As you detail what differentiates Final Expense policies from the ones they've seen on TV, you begin building value into the solution.

Todd Graves explains Final Expense policies in terms of immediate death benefit:

“PROSPECT, Final Expense policies pay out the death benefit, no matter how long you've been paying on it. Whether you paid one premium or multiple, it's reliable and immediately available when you pass so your loved ones don't have to worry about what assets they're going to have to sell fast, at less than value, in order to pay for your final expenses.”

Educate the prospect on the two different types of insurance: term life insurance and permanent life insurance, like whole life. Whereas a term life policy will eventually expire, possibly before the senior passes away, a whole life policy will last until the senior dies. When explaining this to prospects, stress the point that the best policy to pay for final expenses is a permanent one.

Next, take the prospect a little deeper into the complicated world of insurance. Discuss the two types of coverage or death benefits available through a permanent life insurance policy: immediate (or first day) coverage and graded (or modified) coverage. Explain the differences in coverage, that an immediate death benefit pays out as soon the policy is purchased, whereas a graded death benefit pays out a portion of the death benefit the first year (usually 30%) and increases the second year (usually to 70%), until the third year policy anniversary when the death benefit would pay out its entire face amount.

Carlos Guillen talks about the benefits of a Final Expense policy along with the differences in coverage and types:

“I will use a sheet where I explain that whole life insurance is permanent; it never changes, rates never increase, benefit never decreases and stays with you the whole way. Then I will explain the differences between term and permanent life insurance coverage.”

Ron Wiza breaks down the types of insurance and coverage together:

“I give a short visual presentation of ‘Term vs. Guaranteed Issue vs. Whole Life.’ The reason is: I believe the clients see this stuff on the television and in the mail and have questions about it. So I bring it up and explain the differences and how they work and why whole life is best for people on fixed incomes who want to take care of their own final expenses.”

After laying this groundwork, you can educate prospect on the three guarantees of a Final Expense policy:

1. Monthly payment will never change.
2. Death benefit will never decrease.
3. Plan will never cancel, as long as they pay the premium.

Lawrence Malone explains the benefits of a Final Expense plan this way:

“What we always suggest for people in your situation is whole life. These plans are regulated by the state of STATE. They are simplified issue, which means you don’t have to take any medical exams; you just answer a few health questions and we typically can get you coverage from the first day.”

“Unlike the plans you might see on the television, the coverage will never expire or cancel regardless of your age and health. Once you get covered, then the policy is guaranteed to pay out as long as you pay your premiums. And your premiums will also never increase.”