



+ Introducing
Final Expense
to Clients



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A Final Expense policy can be exceedingly useful to your prospects and their families to alleviate some of the stress that comes when one nears the end. The great thing about a Final Expense policy is that it isn't a question if when it will come in handy but when. Death is an inevitability and a Final Expense policy can make that reality a little easier for anyone. Take a look below at some of our techniques for introducing Final Expense policies to your clients.

Introducing Final Expense Product

While Cross-Selling

"What have you done for final expense planning?"

"What life insurance do you currently have in place?"

In Sales Appointments

"<Prospect name> when the time comes for you to pass on, who's responsibility is it to cover the expenses for your funeral, yours or your children's?" Generally, they will say it is their responsibility. You can respond with, "Yes, but why do you feel like it is your responsibility? Why would you not leave the burden for your children?" They will usually respond with how their children have their own lives to live and so on. This flips the conversation into the prospect telling you why they need the policy instead of you pushing the policy. This line of dialogue lines you up to go right into your sales presentation.

Door-to-Door Introductions

"Hello, my name is <Your Name> and I own <Name> Insurance Agency in <location>. What type of life insurance do you currently have?" Regardless of the answer, "I'm taking the day to meet with all of my neighbors, but I would really like to make an appointment to sit down with you and - (if they already have insurance) give you a free review of your coverage. - (if they don't have life insurance) talk about how you can protect your loved ones with the right type of insurance." Here you can take out your calendar and tell them a few days and times you can schedule them. Ask them which appointment they would like and take out a business card, write down their appointment, and give it to them. Shake their hand, let them know you will see them soon, and leave.

Alternative Door-to-Door Introduction

"Hi there, I was just meeting with some folks down the street and thought I should pop over and say hello." Give them a business card. "I work with <Company Name> and do my best to help people save money on their insurance. I thought I might be able to help you too! Do you have a minute?" If they ask more about what you do, you can take this as interest.

**With both door-knocking methods, you should get in front of as many people as possible. Not everyone will be interested in your product, so don't waste time talking to them and instead move on to the next person. Your time is valuable; don't waste it.*





Thought-Provoking Phrases

Here are a few phrases to get your prospects and clients to see the value in a Final Expense plan.

“Did you know that your bank accounts and assets won’t be immediately available to your children upon your death?”

“Have you thought about what decisions your loved one will have to make in the 2-3 days after your passing? Have you decided if you want a burial, cremation, or donated to science? Do you have a funeral provider or cemetery picked out? A casket or burial vault? Will you have an open or closed casket? Do you have anything in mind for a memorial service? Who are to be your pallbearers, and who will be the religious leader overseeing the funeral? Have you written an obituary for the newspapers? How much money do you want to spend on the whole affair?”

“Wouldn’t you feel better having all of that figured out for them ahead of time?”

Addressing Objections

I already have Life Insurance.

“That’s wonderful! You’re already planning to take care of your family after you pass. A Final Expense policy can go a long way in taking care of your loved ones in the event of your passing. This policy can be set aside specifically for funeral and burial costs. You can make sure it is protected by assigning a funeral trust, unlike other life insurance policies that are not protected from creditors. The payout for this policy is immediate upon your death, so your loved ones will have the money as soon as possible to pay for expenses. Term insurance can take several months to payout.”

I have money set aside for that already.

“It’s good that you are already thinking about your final expenses and are taking steps to plan for them, but did you know nearly 60% of your lifetime medical expenses occur after age 65 and nearly \$40,000 on average in your last five years? If your money isn’t protected, it’s vulnerable to creditors, nursing homes, and hospitals who can come after it, leaving not enough to take care of your final expenses.”





I can't afford that.

"A final expense policy can be a factor in helping you receive Medicaid. It's only the cash value of a whole life policy that is attached by social services when it comes to Medicaid Spending Down. Money in CD's, Bonds, Stocks, and bank accounts can be attached, so this could benefit you by allowing you to save money to qualify for Medicaid and provide you its standard benefit."

Can you come back later?

"I would, but I'll be helping people out later in another area. The only time you'll be able to get this coverage is when I'm available in your area right now. People usually find that there is additional coverage that could help them meet their needs within their budget, I'll only take about 10 minutes of your time, and there's no pressure. If it doesn't work for your needs, I'll move along."

I need some time to think it over.

" <Prospect Name>, I've been doing this a long time, and I've spoken with a lot of people; I can tell you that right now is the closest you will come to making a decision. The worst-case scenario is that you don't qualify, and nothing changes. But, if you wait, you might find yourself unable to obtain or afford coverage in the future. Now is the best time you have to give it a try."

Would you like more guidance on introducing Final Expense Policies?

Contact the professionals at Agent Pipeline to learn more about how you can improve yourself as an insurance agent. Call **800.962.4693** or visit us at **agentpipeline.com** today.