Telesales Manifesto

Closing a sale on the phone

Below are the steps necessary to complete a final expense sale by phone. These steps represent an overview of the process. Detailed information relevant to each step must also be utilized.

Guidelines for working telesales leads:

1. It is extremely important to call each new lead *on the day* received. This will optimize your probability of closing the sale. If the client seems to have forgotten the original call, use the personal information provided with the lead, age, beneficiary, desired coverage amount and favorite color or hobby to remind the prospect of the call. Then proceed to the script. Make at least 6 dials within the first 2 days of receiving a new lead in an attempt to speak with them. All sales are not 1 call closes. Be diligent in following up with prospects that displayed interest, but didn't buy during your initial conversation.

2. Have a printed copy of the script in front of you when dialing. The script provides a framework for your conversation. It is designed to present you as the authority while engaging your clients along the way with questions that provide you more important information. The script will put you in position to *start* the close.

3. Have printed copies the carrier point of sale worksheets (POS forms) available to complete with your client before calling the carrier on a three way call. The POS worksheet is completed after your client has decided what coverage amount meets their needs and after they have indicated which day works best for the initial draft date ("trial close").

4. Have the FLIG Calculator open on your computer. You'll have to become fluent at using the calculator to evaluate the health of the prospect and quote prices while maintaining a fluid conversation with your client. To practice this, follow along with the sample calls while using the health assessment and FE Calculator. Before you can quote prices you should be reasonably confident that the prospect's health fits the carriers underwriting guidelines.

5. The first step of a successful close will begin when the prospect selects what coverage amount works best for their need and budget after you've quoted them. The second step of a successful close, the "Trial Close" will occur when the prospect selects what day works best for the automated draft, after your explanation of the draft process. Once these two questions are answered you're ready to start the application process.

6. To begin the application process, first ask the client all of the health questions that are part of the chosen carrier's POS (point of sale) worksheet. The carrier interviewer will ask the same health questions, but you don't want that to be the first time the client has heard them. If the carrier is still a fit after a review of the medical questions, collect the demographic information that is part of the worksheet, name, phone, address…

7. While our primary telesales carriers have a close by phone process, they each have unique steps that must be followed. They may require that a disclosure be read to the client or that one be emailed to them. Know the unique POS (Point of Sale) requirements of each carrier and be prepared to deliver them.

8. There will be a section on the carrier's POS worksheet that will ask for the policy face amount and the premium. This is the opportunity to introduce the accidental death benefit, if available. The ADB will double the policy face amount if the cause of death is an accident. It will increase the premium by $2 to $5 depending on age and face amount. Rarely does anyone decline this additional benefit and over many policies it generates significant additional commission.

9. Our number one cross-sell product is "Children's Whole Life Insurance". Since almost all of our clients will have grandchildren, it's the perfect market to introduce this product to. Our primary carriers for this product are Mutual of Omaha and Gerber life. We start this conversation with our clients after they have been approved for their own policies. The "HeadStart Flyer", which can be found on the agent website, will give you talking points to begin this conversation. The flyer can be sent to your clients via email or text to facilitate the conversation. Rates for these products can be found on the FLIG Calculator under the "HeadStart" tab.

10. Your telesales clients are also a good source of referrals. After your client has been approved is the best time to ask them if they know anyone else that might benefit from the products we sell. You can also offer incentives to your client's for their referral. The FLIG Rewards flyer can be used to help generate referrals.

11. Use automated monthly payment reminders through a service like Apptoto to remind your clients' of their upcoming payments. This will *dramatically* improve your persistency and serves as a passive "keep in touch" program that will also lead to referrals.