

Avoid the Dreaded Think About It

Coach's Corner Feb 24, 2021



“It sounds great, we have to think about it”

“I’ll need to speak to my _____”

“I need to look at _____ first”

Time to get it in Gear!!

Do Small Things Right

- ✦ Connect on the booking call
- ✦ Establish your credentials
- ✦ “I’ll leave that up for a second, feel free to take a picture of that, I want you to have that”



Do Small Things Right

Take the Sale off the table:

“It’s important to understand <Client> that I am not the insurance company, I can’t sell you a policy, and even if you wanted to you’re not able to buy insurance from me. I’m licensed by the state of _____ to send in an application to what’s called an underwriter, and the underwriter is the one that will decide if you qualify for the mortgage protection.”

Do Small Things Right

Keep Them Qualifying

“I’ll show you the options I think you have the best chance of getting approved by the underwriter.”

“It can take a couple of days, and sometimes a little more, to see if you can even get approved”

“Now before we can send an application to the underwriter we need to review your health history to confirm which carriers you would qualify with”

“First, why are you looking into this sort of protection? And second, provided you qualified for something, what are you hoping it can do for you and your family?”

“So if you qualified for something, would your family benefit from having a policy that provided relief from the mortgage if you passed away”

“Now, not everyone qualifies for what I’m going to show you. When you put in an application, a couple of things can happen. “

“We’ll send in the application to the underwriter today to see if we can get you approved. “



Help Them Compartmentalize Resources

- Existing Insurance (work benefit, large and small policies)
- Savings, IRA's, 401k



Find the Problem

- Uncover the need by asking about the implications
- Do NOT proceed if you don't find the problem (911)
- Ask “would you benefit from getting a check that would...”

PRE-EMPT “THINK ABOUT IT”

Based on what you just shared with me, I’m going to show you the same options I would recommend if you were my *(pick a family member)*. Now, not everyone qualifies for what I’m going to show you. When you put in an application, a couple of things can happen.

1. We put it in and they issue it as applied for, which is what we're trying for.
2. They can come back with additional questions based on your application and health history. Those need to be answered to see if we can even get coverage.
3. And lastly they can say I’m sorry; we’re declining your application. And obviously that's what we're trying to avoid.

Now as we go through the programs I am going to count on you to be honest about your budget. Sometimes homeowners will beat around the bush and say things like “I need to think about it, sleep on it, pray about it etc.” I’ve been doing this long enough to know what that means. It means the price isn’t right.

So, if what I’m showing you doesn’t fit the budget, can I count on you to be honest with me? These are just some of the programs and we will definitely find you something that fits comfortably inside of your budget as a good starting place today, OK?

We’ll send in the application to the underwriter today to see if we can get you approved. If they approve you, it’s important to understand you have 30 days to make a policy change, so you have plenty of time to raise or lower the amount of protection, OK?



Showing Plans K.I.S.S.

- A confused mind doesn't buy
- Explain the features as you show the plans (practice)

If They Still Need to TAI 1

- ✦ “There is nothing to think about since we don’t know if we can even get you approved”
- ✦ “You are outside looking in and anything can happen”
- ✦ “My role is to get you in the driver’s seat so you are in control while you may qualify”



If They Still Need to TAI 2

- ✦ “I guess we are at a fork in the road”
- ✦ “Help me understand what you are thinking about so I can best help you”
- ✦ “Deciding if it is important for your family? Or you know it’s important and are not sure which level to start at?”
- ✦ “Can I make a recommendation?”





Time to get it in Gear!!