Final Expense Phone Script (Revised)

Introduction

Hello, this is (Your Name) calling about the $25,000 in final expense coverage. Did you end up getting the help you were looking for?

(Client responds)

Perfect, and what exactly were you looking to take care of? Would that be a burial or cremation?

(Client responds)

Establishing credibility

Alright, great. I will be the agent helping you out here today. Go ahead and grab a pen and paper for me, and let me know when you have it.

(Client is ready)

Okay, my name is (Your Name), and I'll spell that out for you. (Spell full name.)

And my license number is (provide your NPN).

Setting the table

So my job is really simple. I'm a licensed agent who works with over 20 A-rated carriers, so I can shop around for the lowest rates available to you. I'll ask a few health questions and a few financial questions. Then I'll compare those carriers and see who's offering you the best rate. I'll show you three options, and you decide which one you'd like to start with. From there, we'll complete a quick application to see if you're approved, and hopefully you won't have to worry about this again.

(Client responds)

Medical questions

First, what's your date of birth? And about how tall are you, and what do you weigh right now?

(Client answers. Check the build chart before moving on.)

Now I'll go through a list. Just tell me yes or no: have you ever had, or do you currently have…

- **Heart:** heart attack, stroke, cardiomyopathy, congestive heart failure, stents, bypass, AFib, angioplasty, angina, heart valve disease, or any other heart disease
- **Lungs:** asthma, COPD, emphysema, or use of oxygen
- **Liver:** cirrhosis, hepatitis A, B or C, or liver failure
- **Kidney:** chronic kidney disease or kidney failure
- **Other:** high blood pressure, high cholesterol, diabetes (pills or insulin, neuropathy, diabetic coma, insulin shock, amputation), tumors, cancer, pain medication, lupus, Parkinson's, anxiety, depression

- **Knockouts:** Alzheimer's, dementia, ALS, terminal illness, dialysis, HIV/AIDS, organ failure, organ transplant, living in an assisted living facility, hospice, or confined to a wheelchair or hospital bed

Last thing on health: can you grab your medication bottles, or read me the names of any prescriptions you take?

(Client reads meds. Match each one to a condition and ask about any they didn't mention.)

Agent note: any knockout means a guaranteed issue product, with a 2-year waiting period and no health questions.

Financial questions

Are you currently retired, disabled, or working?

Do you receive Social Security, a pension, or disability?

Do you have any life insurance right now?

- **If yes:** Who is it with, and about how much coverage? Are you planning to keep it, or would this policy replace it?
- **If replacing:** Okay, the state requires a replacement form for that, and I'll walk you through it during the application.

Do you currently use any tobacco or nicotine?

And do you bank with a credit union, a traditional bank, Direct Express, or an online bank?

(Client answers)

Okay, last question. If we find a policy that fits, would you be the one making the decision on this?

(Client answers)

Presenting options

Okay, great. I'm going to show you three options. Write them down and circle the one you like most, okay?

- Option 1: $10,000 for $50/month
- Option 2: $20,000 for $100/month
- Option 3: $30,000 for $150/month

Now, (Client Name), between these three, which one would you like to start with?

(Stay quiet and let them answer.)

Policy benefits

Perfect. Before we see about getting you approved, let me explain how this policy works.

This is a whole life policy, also called a final expense policy. The coverage is permanent, so it covers you for the rest of your life as long as premiums are paid.

The death benefit is generally paid out tax-free to your beneficiary.

It also has immediate coverage. As soon as you're approved and your first premium drafts, the full benefit is in place. *(Skip or adjust this for graded or guaranteed issue policies.)*

Your premiums stay level, so your payment will never go up. You're locked in at today's rate.

The last thing is an optional accidental death benefit. If you pass away from a covered accident, like a car accident or a bad fall, the carrier pays double the benefit. If you pass naturally, your beneficiary still receives the full regular coverage. It's optional, but it's an affordable way to get more coverage.

(Client responds)

Okay, perfect. What's the best address to mail the policy to?

Application

The carrier needs a few things from us to complete the application.

Beneficiary. First, who would you like as your beneficiary? I'll need their full name and their relationship to you.

(Client responds)

Driver's license or state ID. Next, the carrier needs your driver's license or state ID number to confirm your identity. I'm ready when you are.

(Client responds)

Social Security number. The carrier also needs your Social Security number. They use it to verify your identity and run their standard prescription and medical records check. It also matters later: when your beneficiary files a claim, the carrier matches your Social Security number to the death certificate so the benefit goes to the right family. Go ahead and verify that for me.

(Client responds)

Bank account. Last, the carrier needs the account to draft your first premium from, so your coverage can start once you're approved. I'm ready for the routing and account number when you are.

(Client responds)

Agent note: if the client said they're replacing a policy, complete the replacement form now.

Approval and close

(Once the carrier returns a decision.)

Good news, (Client Name). It looks like you're approved. I'm your agent for life, so anytime you have questions or want to make changes, reach out to me directly. I'm glad I could help you get this coverage in place.

Referrals. Is there anyone you know who could benefit from something like this? If so, give me their name and number, and I'll take care of them the same way. Let them know I'll be reaching out and what I was able to do for you.

(Client responds)

After we hang up, I'll send you a text from my business line with your policy details, so you have them before the paperwork arrives in the mail. That way you'll have my contact info too.

(Call ends)