

4 STEPS

to Selling More Final Expense Insurance

Have you resolved to grow your final expense business next year? Follow these steps to successfully reach your goal!

Ask the "Magic" Questions

Gain a complete understanding of the client's financial situation.

Inquire about the client's...



Family



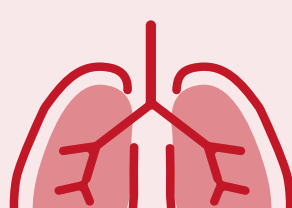
Insurance policies



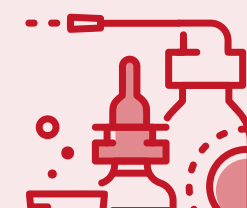
Investments (current values and interest rates)



Health conditions (diabetes, previous heart attack or cancer)



History of smoking



Medications (including oxygen)

Also, pose the two sets of qualifying questions.

- Have you or your family ever been involved with paying for a loved one's funeral? How were the expenses handled?
- Have you thought about your final wishes? If you pass on without insurance, who will take care of your arrangements? More importantly, how will they pay?



Pro Tip: Use a short fact finder sheet as an icebreaker. It will guide you on the questions to ask for the background info you need.

Educate Like No Other

Ensure the client understands final expense and their options.

Explain the perks of final expense policy.



Their rates will **never** rise.



Their benefits will **never** get cut.



Their plan will **never** be canceled.

Additionally, discuss the basics of final expense plans.

Types of Costs They Cover:	The Different Types of Plans
<ul style="list-style-type: none"> • Medical bills • Funeral costs (e.g., hearse) • Burial costs • Other expenses 	<ul style="list-style-type: none"> • Level • Graded • Modified • Guaranteed Issue



Fast Stat: 83% of people view "easy to understand" as a very or extremely important factor when purchasing life insurance!

Pre-Qualify Sales-Qualified Leads

If the client is interested, check if they're eligible for a plan.

Find out if they have any disqualifying health conditions, such as:

Health Conditions to Check For:	
• AIDS	• Dementia
• Cerebral palsy	• Diabetes
• Cancer	• Heart attack
• COPD	• Lou Gehrig's disease (ALS)

Then, see what coverage amount they could afford via one of the methods below.

- Ask them outright what monthly premium would work
- Ask them how much coverage they need to accommodate their final wishes



Pro Tip: Pay attention to your client's verbal and non-verbal reactions to gauge what amount of coverage they'd be comfortable paying for.

Revisit Carriers' Sweet Spots

Write the client into the right plan by knowing your carriers.

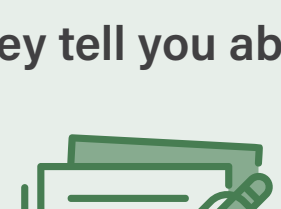
What are Final Expense Sweet Spots?

Factors that make certain carriers appealing to you and/or your clients

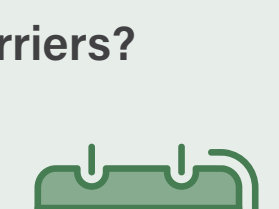
What can they tell you about carriers?



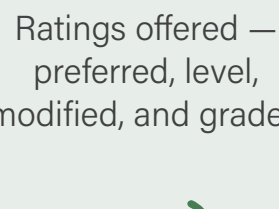
Ratings offered — preferred, level, modified, and graded



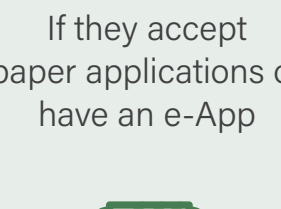
If they accept paper applications or have an e-App



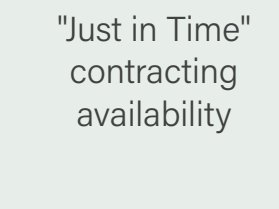
"Just in Time" contracting availability



If they require a telephone interview at the point of sale



Health conditions accepted and when



Other "sweet" features



Where to Go: You can find carriers' Final Expense Sweet Spots when you register with and log in to RitterIM.com.

To get a link to our Final Expense Sweet Spots or more sales tips, speak with one of our experts today! Call **800-769-1847**.