

The 4 Steps to Overcoming Objections –

L.A.D.A.

Step 1: Listen!

- Do a great job of LISTENING to the objection without over-talking them.
- When the shopper is objecting, they are literally telling you what they need to hear to stay on the line with you and this process altogether.

Step 2: Agree immediately!

- As soon as they finish their objection, immediately start talking and agree with them with no dead air in between.
- Use their own words against them while agreeing with them.

Step 3: Deliver your Rebuttal...

- Weave their words into your rebuttal to personalize it and give it nuance.
- Make sure not to tense up- the shopper can sense that, and it won't turn out well.
- Relax and deliver.

Step 4: Assume the sale!

- Do not pause when done with delivering the rebuttal.
- Just go ahead and continue and see if they will stop you!
- Pausing after delivering a rebuttal is an example of seeking approval to continue.
- We want to make it easier on ourselves by not asking for permission to continue, and simply Assuming the Sale.

Inbound Introduction for Life Sales

“Thanks for holding, this is _____ with Assurance- Do you currently have any life insurance?”

If this is a warm transfer from a Guide:

- Allow the Guide to introduce you to the shopper
- Then continue with the Inbound script including “we are on a recorded line”

If this is a shopper directly connected to you:

- Once they answer your question, default to the Inbound script including “we are on a recorded line”.

We do not Replace Policies at Assurance

- If somebody is not sure if they are replacing or not and cannot give you a firm “No” to the replacement question, and answers with “I’m not sure”, or says “It depends on the new rate”, or some version of that, do not proceed with your presentation.
- Best practice is to ‘err on the side of caution’ and transfer the call to a third-party who is better suited to help the shopper.

Inbound Opening Objections and Rebuttals

Just give me a quote!

- I'm happy to help you with some quotes
- Do you currently have life insurance?
- Have you ever purchased from us here at Assurance before?

Send me something in the mail

- I'm happy to get something out to you in the mail, but right now there is nothing to send you.
- I need to verify some of your information first- Do you currently have life insurance?

I was just filling out a survey

- That's exactly why I'm calling.
- Do you currently have life insurance?
- Have you ever purchased from us here at Assurance before?

What I saw online is too expensive

- I understand- as a live agent I can generally save you between 30-50%.
- Online rates are typically higher than what I can provide- Do you currently have life insurance?

If you still cannot control the call, and the shopper continues to demand a quote

- I'm sorry sir/ma'am but I don't think I'm the right agent for you, but I wish you the best of luck with your search, and I hope you have a great day. **THEN Wait for Reaction**

Tips for Framing the Call

John Smith / M / 70 (08-17-1950) / Lebanon / MO (65536)

SITERM 0 SIFE FE 0 TERM19 WL SimplyTerm TA SIFE 0 JohnHancockTerm 0

Summarize John's Needs

This is very important, so I want to make sure we're on the same page before I move forward.

To summarize, you NEED life insurance to protect:

with coverage for:

- 🔔 Cremation Funeral

Do I have that right?

Great, I can help you with this.

< Go Back

Here are tips from top agents on how they summarize needs:

- Emotion creates Urgency
- Use Imagery to Paint a Picture of how this policy will *help* the Beneficiary
- Explore and relate to how the will Beneficiary *feel* if/when the claim is paid
- Congratulate the shopper on being so responsible to take care of their family

Quoting Screen Objections and Rebuttals

I need to think about it

- I understand you want to think about it, but there really isn't anything to think about until you get approved and have an actual offer from the insurance company- that's what I'm going to help you with.
- You'll be able to view your application with your name in black and white as soon as we finish on the phone today- and we should get an answer on this call.
- It doesn't cost you anything to apply and you don't have to make a final decision right now- there's no payment required today.
- I'm going to make sure you have all my contact information because I'm going to be your agent and point of contact.
- I just want to make sure I have your info correct so I can help you get that approval- how do you spell your last name?

I need to speak with my spouse

- I understand you want to discuss this with your spouse, but there really isn't anything to think about until you get approved and have an actual offer from the insurance company- that's what I'm going to help you with.
- You'll be able to view your application with your name in black and white as soon as we finish on the phone today- and we should get an answer on this call.
- It doesn't cost you anything to apply and you don't have to make a final decision right now- there's no payment required today.
- I'm going to make sure you have all my contact information because I'm going to be your agent and point of contact.
- I just want to make sure I have your info correct so I can help you get that approval- how do you spell your last name?

Just email me the quote

- I understand you want an email to look over, but there's nothing to email you right now- You need to get approved first and that's what I'm going to help you with.
- Great news is you'll be able to view your application with your name on it in black and white as soon as we finish on the phone today at Assurance.com
- It doesn't cost you anything to apply and you don't have to make a final decision right now- there's no payment required today.
- I'm going to make sure you have all my contact information because I'm going to be your agent and point of contact.
- I just want to make sure I have your info correct so I can help you get that approval- how do you spell your last name?

The premium seems too high/expensive

- I understand- but we won't know the final rate until your application is reviewed by the insurance company.
- Some approvals actually come back at a lower price than we originally anticipated.
- It doesn't cost you anything to apply and you don't have to make a final decision right now- there's no payment required today.
- I'm going to make sure you have all my contact information because I'm going to be your agent and point of contact.
- I just want to make sure I have your info correct so I can help you get that approval- how do you spell your last name?

I'm going to shop around

- Absolutely, the best way to purchase life insurance is to get offers from multiple carriers and choose the one that's best for you
- But right now you don't have any offers, so I'm trying to help you get one as you continue shopping around.
- It doesn't cost you anything to apply and you don't have to make a final decision right now- there's no payment required today.
- I'm going to make sure you have all my contact information because I'm going to be your agent and point of contact.
- I just want to make sure I have your info correct so I can help you get that approval- how do you spell your last name?

How does the cash value build in this policy? (FOR Whole Life presentations)

- That's a great question, here's the way it works!
- The cash value builds depending on what rate class you get approved for
- And if approved, you will be able to view the policy details including how the cash value builds as the policy matures online within a couple days.
- I just want to make sure I have your info correct so I can help you get that approval- how do you spell your last name?

I'm just going to put the money in the bank instead (Does not see value in the policy for Final Expense presentations)

- I hear that from a lot of clients so I understand where you're coming from- but there's no way to know exactly how much you will have saved, especially if you pass sooner than expected.
- And if you need access to extra money if something unforeseen happens, you have the cash value included with this policy that you can borrow from.
- Life insurance offers peace of mind that your beneficiary(s) will be protected when that time comes, no matter when it is.
- All we can do at this point is apply to see if we can get you approved- it will only take a few minutes and we should get an answer on this call- how do you spell your last name?

Closing Objections and Rebuttals

Maintaining your Leverage approach:

- *“We are still in the process of applying to see if we can get you approved.*
- *Assuming you do get approved, when would you like your new policy to start, immediately or a delayed start?”*

Why do I need to give you my payment information?

- I understand why you're asking-
- But in order to submit the application and hopefully get you approved for a \$XX,XXX policy, the insurance company requires something called Consideration, which is just a method of payment for the first month.
- Now if you were to be declined you would not be charged anything at all.
- And there is no application fee or anything like that
- All we're doing right now is applying.
- If you do get approved, the insurance company gives you a 30-day moneyback guarantee so you can make sure this is what you want risk-free.
- So to see if we can even get you approved and put all the policy information in your hands, what method of payment do you want to put on file?
- At the very least, this way you have the peace of mind knowing that you have a decision to make on moving forward with protecting your family- do you want to get started with a debit/credit card or checking/savings account?. {Pause and Wait For Reaction}

Can you just send me an email?

- Yes, you're going to get an email from the insurance company within 48 hours of us finishing up on the phone today
- Remember there's no application fee or anything like that, they just require FINANCIAL RESPONSIBILITY ON THE APPLICATION.
- If you're not accepted, they will not charge you anything
- They just want to make sure that IF you DO get approved, you have the means to pay for it, which is why they require an application to have financial responsibility on it. {Power Pause}
- At the very least, this way you have the peace of mind knowing that you have a decision to make on moving forward with protecting your family- do you want to get started with a debit/credit card or checking/savings account?. {Pause and Wait For Reaction}

Why do I have to give you payment information if I have not been approved yet

- Good question- It's like if you were reserving a hotel room or renting a car- something like that- you know how they ask you to have a method of payment on file, it's the same with this.
- Remember there's no application fee or anything like that, they just require FINANCIAL RESPONSIBILITY ON THE APPLICATION.
- If you're not accepted, they will not charge you anything
- They just want to make sure that IF you DO get approved, you have the means to pay for it, which is why they require an application to have financial responsibility on it. {Power Pause}
- At the very least, this way you have the peace of mind knowing that you have a decision to make on moving forward with protecting your family- do you want to get started with a debit/credit card or checking/savings account?. {Pause and Wait For Reaction}

I'm not comfortable giving out my payment information (Legitimacy)

- I understand- there are only 3 reasons why someone does not want to apply for life insurance coverage when it doesn't cost anything to apply, either time, money, or legitimacy.
- We know it's not the time because you are obviously looking for life insurance - that's why you went on our website correct?
- Ok and we also know it's not the money because (PRICE) for (FACE AMOUNT) is affordable for you right?
- Ok great, and we also know it's not legitimacy either because keep in mind, the only reason why we're on the phone right now is because you were on our website (www.websitename) looking for coverage
- So it's not like I'm calling you right out of the phone book or something like that right?
- And more importantly, the website that you were on is owned by Assurance who is a wholly owned subsidiary of Prudential, so they would never risk their reputation if we weren't 100% honest on delivering our life insurance coverage.
- Remember there's no application fee or anything like that, they just require FINANCIAL RESPONSIBILITY ON THE APPLICATION.
- If you're not accepted, they will not charge you anything
- They just want to make sure that IF you DO get approved, you have the means to pay for it, which is why they require an application to have financial responsibility on it. {Power Pause}
- At the very least, this way you have the peace of mind knowing that you have a decision to make on moving forward with protecting your family- do you want to get started with a debit/credit card or checking/savings account?. {Pause and Wait For Reaction}

The Safest way to do business is with a debit or credit card... (Legitimacy)

- I understand- One thing I know to be true is that when you make any kind of purchases whether it be over the phone or in person, the safest way to do any transaction is to use a credit or debit card.
- It's the only way you're protected by law against any fraud or misrepresentation.
- Using a debit or credit card allows you to dispute the charge, but you don't even need to take my word for it; it says it on the back of all your billing statements.
- So why don't see if you can get approved using the safest way possible through a debit or credit card.
- At the very least, this way you have the peace of mind knowing that you have a decision to make on moving forward with protecting your family- do you want to get started with a debit/credit card or checking/savings account?. {Pause and Wait For Reaction}

Are you familiar with Prudential Financial? (Legitimacy)

- They are one of the largest brand names in the Insurance world.
- Assurance is a wholly owned subsidiary of Prudential, and a direct-to-consumer channel that is part of Prudential's US businesses.
- A global leader in Insurance like Prudential is not going to work with Assurance unless we are 100% legitimate with our life insurance services.
- If you can give me 1% of your trust, I promise to earn the other 99% through my service to you and your life insurance policy- so we can do debit or credit, checking or savings?
- At the very least, this way you have the peace of mind knowing that you have a decision to make on moving forward with protecting your family- do you want to get started with a debit/credit card or checking/savings account?. {Pause and Wait For Reaction}

I don't want to give out my banking information

- I totally get that. I hate doing it too.
- But I can assure you that I am not going to put my insurance license and ability to provide for *my* family in jeopardy for a couple bucks.
- Tell you what, do you have a pen and paper handy? I am going to give you my license number. You can google me and see that I am legit.
- I am also going to give you the number to the insurance commissioner so you can call and report me if you really think this is a scam- How do you feel about that?
- So we can put on file either debit or credit, checking or savings- what works best for you?

I'm sorry I wasted your time (Sales Loop)

- I understand but you didn't waste my time
 - I want to remind you of the process we went through and the next steps
 - You got connected with me because I'm a senior agent with Assurance
 - I was able to analyze your needs and health to determine your best coverage option to protect your Beneficiary when that time comes.
 - It looks like we can qualify you for Lumico, an A rated carrier for financial strength.
 - So why don't see if you can get approved using the safest way possible through a debit or credit card.
 - At the very least, this way you have the peace of mind knowing that you have a decision to make on moving forward with protecting your family. .
- {Power Pause}

I don't have any payment information with me right now.

- No problem I can hold while you get it.

If the shopper tells you they don't have it with them, assume that what the client is telling you is that they cannot afford the payment today or that they do not want to pay for anything before they see it in writing. Either way, OFFER A POST DATE next and then ask for the money again...

How to ask for a postdate correctly:

- Remember, all we are doing right now is applying to see if we can get you approved.
- And if you do get approved, we can schedule the initial payment any day this month through the 28th, or any day next month through the (Day in calendar before today. If today is the 10th then say the 9th.)
- Remember there's no application fee or anything like that, they just require FINANCIAL RESPONSIBILITY ON THE APPLICATION.
- If you're not accepted, they will not charge you anything
- They just want to make sure that IF you DO get approved, you have the means to pay for it, which is why they require an application to have financial responsibility on it. {Power Pause}
- At the very least, this way you have the peace of mind knowing that you have a decision to make on moving forward with protecting your family. {Power Pause}

If they post-date over 1 week in the future:

- Now when you accept this policy, if you do unexpectedly pass away within the first 30 day of the policy being in-force, the insurance company is 100% **OBLIGATED** to pay {\$XX,XXX} to your beneficiary.
- However, during your 30-day free look period, if you are not 100% satisfied with your coverage, you are under **NO OBLIGATION** to keep it, and you'll get your first month's premium back.
- Is it at all possible we can **obligate** the insurance company sooner so we can protect your family sooner than later- would you like to schedule the payment for today (upon approval) if you are to be approved?

Collecting the Social:

- Now to verify your citizenship what is your social?

I'm not comfortable providing my social security number:

- I understand, its not fun sharing your personal info.
- It's just to verify your citizenship and Identity. {Power Pause}
- For the insurance company to pay your Beneficiary the claim after you pass away, they need to match the social from your Death Certificate with the one on your Life Insurance Application.
- So, we're just trying to make sure when that time comes that they will receive their check.
- So when you give me your social, please give it to me slowly, because when I type it in I only see the last 4 digits because it is encrypted for your protection.

Rebuttals after revealing AWTa and **payout %'s for SIFE**

Objection: I need to think about it

- I understand but remember you're putting this life insurance policy in place to make sure your final expenses are not going to be a burden on your family when that time comes.
- And I'm sure you're not planning on passing away anytime soon, so the sooner you can get this policy started the better.
- So when would be a good date to get this policy started?

Objection: I am just going to keep looking around

- I understand you want to continue looking around and I recommend it! The best way to shop for life insurance is to get multiple offers from different carriers.
- If you're able to get more coverage for less money then you should absolutely do that, but in the meantime we have a 'bird in the hand' right now and we're able to start protecting your family as soon as today.
- And this is a month to month policy with no penalties to cancel if you can get approved for something better.
- So to get your family protected with this policy when is a good date to start it?

Objection: I'm not happy with a 'graded benefit'

- I understand, but remember that this policy full coverage for accidental death from Day 1 of the policy going in force
- And don't take that lightly- unintentional injuries or accidents were the third leading cause of death in the United States in 2018.
- Lets make sure your family is protected as soon as possible- when would be a good day to start the policy?

Revealing an Instant Approval approach:

- “So I’ve got some great news, we were able to get you an approval, that is excellent! You got approved for \$_____ of coverage for \$_____ per month, when is a good day to start the policy?”
- “And what method of monthly payment are we using- it can be a debit or credit card, or checking or savings account?”

Creating Urgency for Instant Approvals – Selling Points:

- Use the policy values (especially for Term cases!)
- Bring up the beneficiaries and the Need for this coverage and WHY they’re on the phone with you for 25+ minutes in the first place
- Remind them of their current health status and how things can change quickly
- Let them know just about any other carrier will require a Paramed exam where they will have to submit to a nurse collecting urine and drawing blood
- Remind them that there are no application fees
- Make them aware of Assurance’s 30 free-look period where they will be insured
- During those 30 days if they decide to cancel, they can do so with a simple phone call (nothing in writing required!) and they will get a full refund
- Month to month coverage with no contracts or penalties for canceling within the first year like with a cell phone
- They can post-date their payment up to 28 dates and be able to go onto assurance.com/mypolicy and view their application today, and their policy with their name in black in white on it in 48 hours.

Instantly Approved Worse than Applied

- “So I’ve got some amazing news! You were INSTANTLY with ABSOLUTELY NO BLOODWORK OR PARAMED EXAM REQUIRED!
- This does not happen all the time, so congratulations on that!
- Your instant approval did come back at a slightly higher, so your coverage of \$XXX,XXX is coming in at \$XX.XX/month.
- Do you want to hear any different coverage options OR are you satisfied with the rate and coverage I was able to instantly approve you for?”

Most common rebuttal used here:

- Now **REMEMBER**, with Assurance we give you a 30-day *risk-free trial period* to make sure this is what you want with no obligation whatsoever.
- Secure this policy and you will be insured, and if you were to pass the claim would be paid.
- However, within the first 30 days of this policy being In-force, **IF** you can get approved for the same amount of coverage for less money, or decide this isn’t for you, then you will get a 100% refund of that first month’s premium.

Prep them for the last recording:

- Now we are almost done, the last thing we need to do is one last recording.
- The good news is that this one is only half as long, just about 2 minutes.
- They are going to thank you for applying of coverage and at the end they will ask you to say your name, today’s date, and I agree.
- As soon as we are finished with this recording, I’m going to give you all of my contact information as well as your application number.
- So while the recording is playing it would be a good idea to get a pen and paper so you can write down of all my information and your policy information moving forward.

How to “cool-down” your applicant after an application has been submitted:

- As soon as the final signature has been collected and the application has been submitted, ask them to write down your name and phone number on a piece of paper.
- If they say to just email them your contact info, say you are old-fashioned and want to make sure they have it if their email isn't working for some reason and they need to reach you.
- Have them write down your First and Last Name, your Assurance Delta phone number, and your Assurance email address if you'd like.
- **Next have them write down www.assurance.com/mypolicy and explain** that as soon as right now, they can logon to that site, click on “Claim your Account”, enter some basic info, and then have access to the entire application that was just completed, and if approved, access to a copy of their actual policy within 48 hours of approval, even if the policy is Postdated!
- **Next have them write down Lumico.com and encourage them to check it out, and provide them with the Assurance-dedicated Lumico Customer Service Phone Number: 800-707-6592**
- ***Then read them the Policy Summary*** on your Assurance dashboard word for word.
- **VERY IMPORTANT:** If they got Instantly Approved, take a moment to make sure they understand that.
- Explain to them how lucky they are that there was no need for a paramedical exam
- Create a new application and start to proactively offer rates of potential referral sales.