



Mortgage Protection



Sales Techniques

*What does it take to be
successful in sales?*

- *Passion*
- *Commitment*
- *Coachability*
- *Credibility*

***Key Points to a
100% closing ratio:***

- 1. "Tie Down"***
- 2. "I Love You"***
- 3. Think About It***

National Agents Alliance **Script for the Phone Call**



I. INTRODUCTION

Hello, **Mr. Client**, this is (**agent's name**). I'm with National Agents Alliance, and I'm calling you concerning the request form that either you or your spouse mailed in regarding your mortgage protection with (**name of their bank**) for the amount of (\$ _____).

(The objective at this point is to trigger the emotion that caused the client to send the card in originally. Example, someone close to them passed away, accident occurred, etc.)

Our company provides living benefits that most companies don't provide such as:

1. **Disability** – This can be added to your policy and in the event that either you or your spouse becomes disabled, our company would actually make your house payment for you.
2. **Unemployment Rider** – This is a rider that we attach to your policy at no charge to you which actually makes your premium payments for six months in the event that you or your spouse become unemployed.
3. **Critical Illness Protection Rider** – This will protect your family if either spouse were to become critically ill such as heart attack, stroke, etc. Our company would pay 50% of the benefits while you are living.
4. **Money Back Options** – This is probably one of our more exciting options to most people. It simply states that if you live for the term of the mortgage and don't use the benefits, we will refund all of your premiums back.

(Make a personal note under the Comments section of the Client Qualification Information worksheet on any responses to the living benefits to assist you in closing the sell once your get in the home.)

Mr. Client, I need to get a little more information from you to see if we can put together a plan to satisfy your needs. Is this a good time? Great!

II. FILL OUT CLIENT QUALIFICATION PART I SHEET

Now, let me see if I have the correct information. Your name is _____. Your age is _____ and spouse's age is _____ and it shows here that neither of you use tobacco in any form – don't dip, chew, whatever. Do you have any medical problems that I would need to know about, such as diabetes, cancer, heart attack, high blood pressure or cholesterol?

Are you taking any medications for anything at this time? (Very important)
(If there is a yes answer to any of the above, get their height and weight.)

Did you finance this amount for 15, 20, or 30 years? Okay, and the amount of the mortgage to be covered is (\$_____) as it says on the card. Is this correct or are there any other amounts that would need to be covered?

There's a plan available that will cover your payment if you become disabled. So, I'll need to get the amount of your monthly mortgage payment, your place of employment and occupation on you and your spouse.

Setting the Appointment

(Client's name), I need about 15 or 20 minutes with you and your spouse to go over the options that are available to both of you. Would _____ or _____ evening around (time) suit you?

Objection:

- 1. Can you call me back next week?*

Solution:

I would be happy to but for your benefit, not mine, let's be honest. Are you going to be any less busy that you are this week and is this really important to you?

Objection:

- 2. Can you just give me the prices over the phone?*

Solution:

I would be happy to do that for you, but my company won't allow me to. And it's for your benefit, not ours. Let me explain. Would you agree that you guys put a lot of time and consideration in to choosing and purchasing your home? And that it was a very important decision in your life? Great!

Our company feels so strong about protecting your family's future that they will not allow us to give prices out over the phone. They require us to sit down with you and your spouse, do the best job possible in answering all of your questions and making sure that we put together the right plan for you and your family. Would you agree that this decision is equally important, if not more so, than purchasing your home? Wouldn't you want to do business with a company that felt that strongly about your family's financial future?

(It is vitally important to overcome the objections and get the client to understand the sense of urgency for their benefit.)

I need to get some directions on where I am coming to. (Get directions.)

1. Tie Down

(Client's name), I want to give you a quick overview of what is going to take place when I get there _____ evening at (time). I am going to take a few minutes to get you familiar with my company and myself. Then I am going to go over a few points which I think make us stand head and shoulders above most other companies out there and based on the information that you have just given me, I am going to present you with four or five options that are available to you. I will ask you to select the one that best suits your needs and fits your budget. Once the two of you are comfortable with the plan price wise and product wise, I will fill out a Request for Coverage, collect one check for the first month's premium, and actually send it into the underwriting department to qualify you for the program.

(You must get a yes answer.)

(If they say, come over and I'll take a look.) (Client's name), let's make sure that we are singing out of the same song book here. What I am saying to you is, based upon the information you've given me, I'm going to put together a program that fits your budget and suits your needs. Are you saying to me that if I can do that, we can do business _____ night?

(If more objections occur, bring them 180 degrees back to the pink card and refocus on the emotion and the need.)

Example, remind them of the need when they originally sent the card in and rephrase the question, “If the tow of you are comfortable with the program in every way, can you give me a reason that we can not do business that eveing?”

Examples of how to handle objections:

1. *“We normally don’t make a decision on the first night.”*

Solution: *I know exactly how you feel. Because that’s the way my spouse and I try to do business. But, you’ve told me that there is a sense of urgency here in your mind to get this taken care of. You’ve also expressed an interest in some of our living benefits. As you know, we are not promised tomorrow – anything can happen. Example, you could break an arm, break a leg, etc. and wouldn’t be able to qualify for some of the key benefits.*

So let me repeat my question – according to you, there is definite need here and you are concerned that if something happens to you or your spouse, your family could lose your home. So if I can get you comfortable with the plan in everyway, price and product, is there any reason that we couldn’t do business while I am there _____ evening?

2. *“You are asking me to buy something and I don’t even know the price.”*

Solution: *I apologize for the misunderstanding. It was totally my fault. But let me explain how you can control the cost. You will be able to choose the product that you are most comfortable with which will control the price.*

Example, there are only two ways to cut cost in insurance. We can lower the face amount or we can shorten the years.

*You must pay very close attention at this point in the conversation and have a clear understanding between you and your client that he/she is agreeing to do business when you get there. **In summary, you must get a yes.***



Client Qualification Information

Client Name(s): _____

Coverage: (Mr.) ***Age*** _____ ***S N***

(Mrs) ***Age*** _____ ***S N***

Uses Tobacco in Any Form ***Mr.*** _____ ***Mrs.*** _____

Medical Problems: *(If any medical problem arises, call underwriting for tentative ratings before presentation.)*

Comments:

Height/Weight: (Mr.) ***Ht.*** _____ ***Wt.*** _____

(Mrs.) ***Ht.*** _____ ***Wt.*** _____

Mortgage Term: ***15 yr.*** ***20 yr.*** ***25 yr.*** ***30 yr.***

Other _____

Amount to be Covered: _____

Disability (Monthly Mortgage Including Taxes): _____

Place of Employment: (Mr.) _____

(Mrs.) _____

Appointment Date & Time: _____

Directions:

National Agents Alliance Mortgage Protection Plan

Our National Agents Alliance's mortgage protection plan contains many very important features that are not available with bank programs or other traditional mortgage protection plans.

- 1. Choice of Beneficiary:** With the NAA's plan, you choose who receives the proceeds from the program in the event of death. At such time, the beneficiary has several options, to pay off the mortgage in one lump sum, to invest and continue to make payments, or use the proceeds to relocate to a different home.
- 2. Portable:** If you sell your home and buy another, or refinance your present home, this plan can simply move with you to continue to protect your next mortgage. This means regardless of how many times you move, you will never need to qualify for another plan, or risk losing the one you have.
- 3. Death Benefit Remains Level:** The death benefit remains level for the length of your mortgage. With most plans, benefits decrease each year while the premium remains the same.
- 4. Disability Payments:** This feature will pay your mortgage payments if you become disabled for a period of two years.
- 5. Waiver of Premium:** This feature will pay your policy premium if you should become disabled.
- 6. Money Back Option:** With the optional Money Back Rider, you can receive a refund of all of your premiums at the end of your policy term.
- 7. Critical Illness:** This feature pays up to half the face amount for a covered critical illness.
- 8. Unemployment Rider:** This feature will waive your premiums for up to six months if you become unemployed and is provided at no additional cost.
- 9. Other Insured Persons:** Anyone with an insurable interest can be covered on this program, even if their name is not on the mortgage loan, and even if they are not a spouse. *Most other plans insure only those named on the loan.*
- 10. 24 Hour Coverage – Accident or Sickness:** The benefits of this program are paid, in the event of death or disability, whether the cause is accident or sickness. *Be careful – there are a lot of mortgage protection plans out there that pay off only in the event of an accident.*

National Agents Alliance
Premium Worksheet

Personalized for: _____

Mortgage Amount: _____

Term of Mortgage: _____

Monthly Payment: _____

Number of lives covered: _____

His age: _____ S N

Her age: _____ S N

Plan #1: Pays off your mortgage if any of the insureds die.

Primary: _____ **Spouse:** _____

Combined: _____

Plan #2: Pays off your mortgage if any of the insureds die.

Plan #2: Will pay your mortgage payment of \$_____ if you become disabled.

Plan #2: Will pay your premium of \$_____ if you are disabled.

Primary: _____ **Spouse:** _____

Combined: _____

Plan #3: Pays off your mortgage if any of the insured die.

Plan #3: Will refund all of your premiums if you live.

Primary: _____ **Spouse:** _____

Combined: _____

Refund Amount:

Total: _____

Plan #4: Pays off your mortgage if any of the insured die.

Plan #4: Will refund all of your premium if you live.

Plan #4: Will pay your mortgage payment of \$_____ if you are disabled.

Plan #4: Will pay your premium payment of \$_____ if you are disabled.

Primary: _____ **Spouse:** _____

Combined: _____

Refund Amount:

Total: _____
