

## Final Expense Presentation Script ~ Part II

The Final Expense Presentation step by step:

### 1. Start by placing all of your leads on the counter in clear view in front of you.

You are letting our client -- "Mr. and Mrs. Jones" (for our example) -- know that you are a very busy person getting all of this information to everyone, but that you will be giving them your full attention for the next 10 minutes.

This overcomes the most prevalent objection you will hear - "I need to think about it." They know you are too busy to come back and go over this information with them again.

### 2. Read the lead card back to them.

This step is very important. This is where we establish the need. By doing this, you are getting them back in the moment they filled out the lead and exactly their reasons for doing so.

***"Now, most people I see (hold up all your leads) know that death is a guarantee and they don't want to burden their family with Final Expenses, is this also the main concern for you?"***

(wait for an answer)

This is a very telling question. By reading their body language (arms crossed, sitting sideways to you, tight face) you can tell a lot about how they are feeling. If this hits them too hard and is too blunt, maybe they are not ready to go there yet. You may need to back up and build more rapport with question like.

***"How long did you say you've been married?"***

***"Who chased who down?"***

***"Where did you meet?"***

You've got to keep it light, and at the same time keep them engaged. Once you've loosened them up again, it's time to hit them with reality.

### 3. ***"Did you know that Social Security only pays \$255 to bury you, and that's if and only if you go and claim it? Have you had any experience with this?"***

We want to know if they had a friend or love one pass away and if they have had to deal with trying to get the \$255 government benefit. We also want to know their experiences with funeral expenses, the process, and the grief.

This is designed to get them emotionally involved.

Again, read their body language...arms shouldn't be crossed anymore, and they should be more attentive.