

Final Expense Presentation Script ~ Part III

Final Expense

If they have not had an experience with any part of the Final Expense process, you may have to tell your own story to help them relate.

4. ***"Now there are programs out there that can help pay for what Social Security does not, and I'll go over those in a minute but first let me ask you..."***

5. ***"Do you have anything right now in place that would help pay for your Final Expenses?"***

Here we are looking for any indication of life insurance or pre-paid funeral. If they don't have anything in place, you may give them kind of a surprised look as if you can't believe they don't have anything.

If they do have life insurance you will need to congratulate them on being so wise and also ask them if they have the New or the Old kind.

This will prompt them to say that "they aren't sure," and then you can instruct them to go and get their policy so that you can make sure they are getting all the benefits they are qualified to receive.

If they can't find it, try and get the name of the insurance company (have them look at their bank statement because if they have coverage, they must be paying for it) and call the insurance carrier to get the details.

Assuming they have nothing in place, we move on.

6. ***"Ok, so you don't have any protection in place. So let me ask you this, who will be responsible for covering these expenses when you pass away?"***

Here we are looking for someone significant (a beneficiary) like a spouse or a close family member. We want them to know that when death does come, someone is getting stuck with the bill.

Also, most of the time the person that passes away will have been getting Social Security, and when death comes that income is lost to the other spouse...another reason to have insurance.

7. ***"Do you know what the average costs for Final Expenses are right now?"***

Here we want to wait for them to answer us, keeping them engaged. Most of the time they will guess low and depending on the area of the country, average funeral and burial expenses are around \$10,000 - \$20,000.

In addition to burial expenses you should also point out...

8. ***"Did you know that 80% of our medical expenses are incurred in the last two years of life?"***

Here, we are hitting them with a dose of reality. We want them to think about the situation emotionally.

So, not only is there the issue of a proper burial to contemplate, there are other issues such as medical expenses, mortgages, credit cards, etc... to consider.