

## Final Expense Presentation Script ~ Part IV

## Final Expense

9. *"So you mean to tell me if God forbid something happens to you 6 months from now, your spouse/ loved one would get stuck with all these expenses?"*

This statement is powerful. It sums up their situation in one sentence.

So, we've asked a lot of questions with the premise of showing them they have a need. We almost want to pound the need in to their head so much that they turn to us and say "well, what are my options."

Even if they don't say this, we can move on to showing them their options. Ask them if they've heard of programs out there designed to pay for these expenses.

Seniors are bombarded with ads on TV, solicitations in the mail and phone calls claiming to be able to do everything under the sun. Unfortunately, many of these programs fall short of their promises and you will need to expose them.

Here's where you can sketch out their options on a piece of paper (see the example that follows). The idea is to educate them on all the options available, so they can't come back after your presentation and introduce other (better sounding) options they may have heard of.

Here are the options to sketch out as you explain them:

**A. Accidental Death – “This is your first option. It is designed to pay a death benefit only in the event you die in an accident.**

**Typically these programs only cover you up to age 75, and will not cover death from natural causes. This is the least expensive option offering the most limited type of coverage.”**

**B. Term Insurance – “Although a little more expensive than Accidental, at least with term you are covered for death by natural and accidental causes.**

However, for seniors, these programs often increase in price every 5 years, and you are eventually cancelled from the program right when you need the insurance the most.”

At this point you will need to ask a couple of quick basic health questions just to make sure you know which of the next two options they will qualify for... an immediate benefit or a graded benefit.

*“Have you had any heart attacks, strokes or cancer within the last two years.”*

If the answer is yes, most likely they will only qualify for a Graded Benefit (option C). Don't show option D.

**C. Graded Whole Life – “This option gives you a policy that will pay out death benefits for natural and accidental death but typically only after 2 years has passed from when the policy is issued.”**

If they were to pass away in the first 2 years, only a portion of the death benefit is paid out and sometimes only premiums they have paid in, plus interest, are returned. After that timeframe, the graded policy is just like option D.