

Final Expense Presentation Script ~ Part V

Final Expense

D. Whole Life – “This Insurance is good for the rest of your life. As long as you continue to make your payments, your coverage can never be cancelled, and your rates will never increase and your benefits will never decrease.”

Sketching this out should help lead them to the conclusion (preferably on their own) that Whole Life is the product they need.

So, at this point the following should be true:

1. You've established that you are busy and you are not coming back
2. You've established their need
3. You've established their beneficiary
4. You've established that they really can't afford NOT to do this
5. You've shown all the other programs out there and they agree that Whole Life is the best option

Now, the deal is already closed. It's just up to you to show two options and ask them which one is most suitable for their family's needs.

Then you write up the application (or applications,) get the deposit check, and you are on your way.

