

# Final Expense Presentation Script

Final Expense

The presentation is where all the time, work and effort comes together and pays off for you as a Final Expense Specialist/Underwriter. While the presentation is not complex or hard to learn, it will take some time for it to become natural to you.

From the moment you walk in the front door, it's very important you carry yourself with a lot of positive energy. Before starting the presentation, you may actually want to establish control by asking for a drink of water or turning down the volume on the TV.

You always want to dictate where you sit... a Kitchen table, or at a desk... etc.

They should know that you care about them, and that your purpose is to help fulfill their needs. They should be able to view you as a mirror image of themselves. In other words, you are just another person trying to help others.

You are not trying to sell them anything... you are trying to figure out what it is that they need. If you don't have something they need, then you won't get a commitment.

If you DO have something they need, then it will be that much easier to get a commitment... the only way to find this out is to ask the right questions.

You need to be viewed as an educator... a “consumer advocate” for them. Most of your presentation should be about asking questions, building value by painting an emotional picture, and finding solutions.

As agents we tend to talk too much. We try to sell a product because we think it should make sense to the client. The problem is that people don't respond to logic. People generally make decisions based on emotion.

Our goal is to paint an emotional picture. We're going to take them back to the moment they filled out the lead card because that was the instant they were sold. If you could have been in front of them at that moment, the commitment would have been easy to get.

At that instant, they felt the need for peace of mind. They most likely pictured themselves not being able to pay for their spouse's or loved one's funeral, and it emotionally moved them enough to take 5 minutes to fill out the card and place it in the mail.

While we paint an emotional picture, we also simultaneously eliminate objections before they even come up. It's essential that you understand that the most important part of your entire presentation is your ability to build rapport... to be likeable and strike a common cord with the client.

You've got to get the client engaged, and get them on the same page with you.

Throughout the presentation, you can't be afraid to continue to keep it light with conversation and finding things in common with the client.