

The amount someone is willing to pay for what you're going to show them is directly related to the value that you put into your presentation.

In the final expense market, the value proposition is almost always legacy. Seniors want to make sure that they leave a lasting legacy where they are cherished by their loved ones. They don't want to be someone who left behind a financial burden and hardship for their family.

Very few people today can afford to pay for funeral and burial costs out of their own pocket. With the average cost of a final expenses approaching \$10,000 - \$20,000 in this country, the passing of a loved one can bring financial hardship in addition to the emotional trauma loved ones will naturally experience.

That's why it's imperative that you do your job, and do it well.

You must **show value** to your clients, and make sure that they have the needed coverage, so the burden doesn't fall on their loved ones, and they can leave behind the lasting legacy they so desire.