



# EMPOWER BROKERAGE

Individual Medical ■ Senior Products ■ Group Benefits ■ Life

*Helping Agents Succeed*

COURAGE  
Commitment  
CONFIDENCE  
Conviction



**Life Insurance  
Cross-Sales Kit**

# Life Insurance Cross-Sales Kit

## Table of Contents

- Introduction
- Why Sell Life Insurance
- How to Sell Life Insurance
- Types of Life Insurance
- Marketing Materials
- Pivot Phrases / Openers
- Scripts
- Objections / Rebuttals
- Fact-Finding
- Field Underwriting
- Quoting
- Presenting
- Application / Submitting Business
- Follow-up / Delivery / Asking for Referrals

# Introduction

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This program is designed to help active agents add life insurance to their existing business model.

Have you ever found yourself thinking that you're working as hard as you can work and still need to make more money? Many agents are feeling, or have felt, that way. The problem is that many agents have become short-sighted. You focus on your niche, company, or product and nothing else has room in your day. This is indeed a problem because if you keep doing what you've been doing, you'll keep getting what you've been getting. To grow you must make a change.

Empower Brokerage is one of the only FMOs in the United States, that trains and mentors independent agents to sell a variety of products to a variety of different markets. Dealing with a wide variety of products from many different carriers allows us to become adept at maneuvering in such a complex environment. In our experience, it's okay to do a variety of things if you have a core focus. For example: a Health Insurance Agent wanting to add Life Insurance, Ancillary, or Medicare Supplements. Their focus is Health, and the add-on is a supplement to it. Everyone knows someone else. And everyone will have varying needs throughout their life. So, it makes sense to broaden your portfolio of solutions.

In keeping with this philosophy, our solution is the Cross-sales kit: a simple addition to your focus program. It's designed to plug into your core business and easily add a valuable solution to core offering. We've done all the heavy lifting for you, and even picked a specific product to help you begin. The product details will be outlined in an addendum, based on your core business model.

So, dig in and find out the Why and How of cross-selling to sell life insurance. We will be there to help you every step of the way.

Empower Brokerage  
(888) 539-1633

# Why Sell Life Insurance

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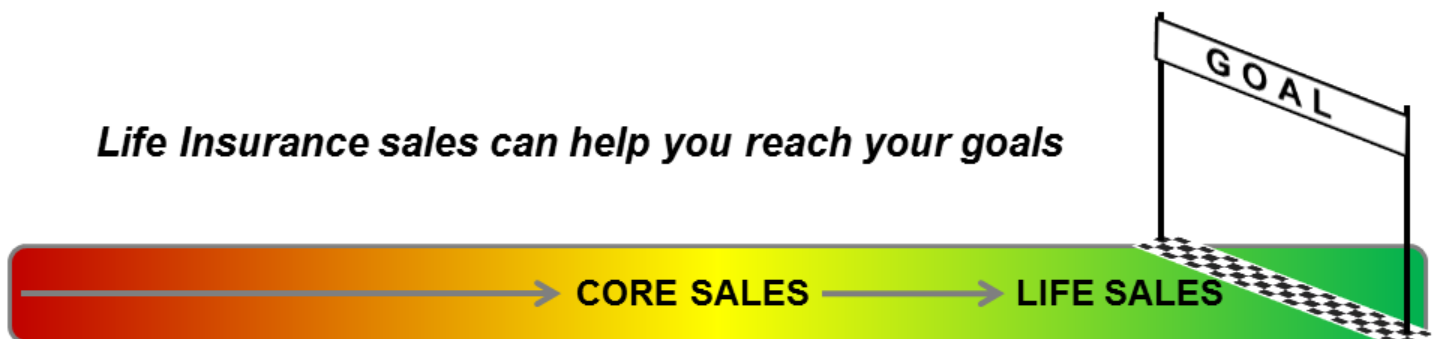
If you've ever seen a family struggle, after the main income-earner died without life insurance, you'd never forget it. The negative effects of not having life insurance, in a situation like that, are so devastating that it's not something anyone should have to endure.

Life insurance helps those left behind. It's especially important, when there's one main breadwinner in the family. It provides income replacement protection, and financial peace-of-mind, for the rest of the family. Life insurance is easy to offer your clients, with just a few simple questions. Plus, research shows that the more products your clients have through you, the longer they'll be a client of yours and resist other salespeople. Finally, adding life insurance to your business can significantly increase your income.

So, why sell life insurance?

- Protect families from the financial devastation of losing the breadwinner.
- Easily increase your value to, and retention of, your clients.
- Make a significant extra income.

***Life Insurance sales can help you reach your goals***



# How to Sell Life Insurance

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Now that we've established **WHY** you should want to add life insurance to your business, let's begin to explain **HOW** you can do it easily.

There are two main ways to add life insurance to your current program.

1. Launch a campaign to your existing clients
2. Add pivot phrases to your appointments

You will likely use a combination of both.

The following sections will give you some marketing pieces and ideas, pivot phrases and openers, scripts, objections and rebuttals, a fact-finder, simple application help , how to submit and follow up.

Whether you currently sell P&C, Individual Health, or Medicare our life insurance will be simple to add, probably with much less effort than selling your core products.

Remember, life insurance does more than insure the life of your client. Depending on the type of life insurance, it could help accumulate money in cash value, and could also provide living benefits in critical or chronic illness situations.

Finally, life insurance, which is the one thing that most agents overlook, has the power to keep a family from a financial devastation of incredible magnitude.

Simply stated, "It's extremely important".

# Types of Life Insurance

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	Term Life	Whole Life	Universal Life
Death Benefit	★	★	★
Tax Advantages		★	★
Cash Value		★	★
Flexible Payments			★
Low Monthly Cost	★		

**Term Life Insurance** is one of the most commonly used policies. It can help protect your beneficiaries against financial loss resulting from your death; it pays the face amount of the policy, but only provides protection for a definite, but limited, amount of time. Terms are typically 15, 20, 25, or 30 years and do not build any cash value. Term policies are useful when there is a limited time needed for protection and when the dollars available for coverage are limited. Initially, the premiums for these types of policies are significantly lower than the costs for Whole Life or Universal Life, and can provide greater coverage per dollar of premium. However, the cost of premiums can dramatically increase from one term to the next.

**Whole Life**, a type of permanent insurance, combines life coverage with accumulation. It's a policy that pays a stated, fixed amount on your death, and part of your premium goes toward building cash value from investments made by the insurance company. Cash value builds tax-deferred each year that you keep the policy, and you can borrow against it without being taxed. The amount you pay usually doesn't change throughout the life of the policy. Typical uses are for final expenses and, in some cases, retirement planning.

**Universal Life** is a type of permanent insurance policy that combines term insurance with a money market-type account that can earn a return. To get a higher return, these policies generally don't guarantee a certain rate. The Indexed Universal Life policy can accumulate cash value faster than with Whole Life, and usually requires expert help to quote and illustrate. Typical uses are for retirement savings accumulation.

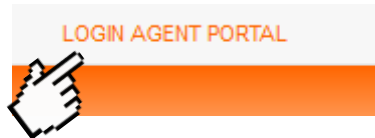


# Marketing Materials

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Empower Brokerage is proud to introduce our Customized Marketing Material page on our agent portal. Although this resource is not new, we are constantly adding new materials to it. This is a tremendous resource and benefit to our agents!

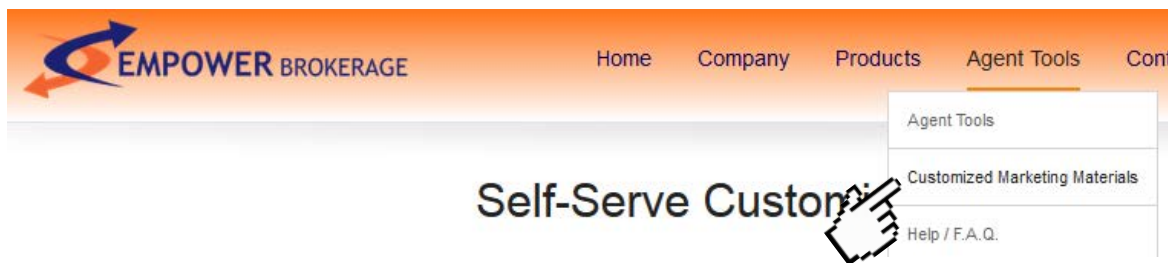
1. Go To Empower Brokerage Website - <https://www.empowerbrokerage.com>
2. Login to the Agent Portal



3. Click Marketing Materials icon from Agent Dashboard, or mouse over Agent Tools and click Customized Marketing Materials, from the top menu.



-OR-



Although we strive to provide the best customizable marketing pieces on our agent portal, we don't have all the brochures available from every carrier.

Once you receive your writing number, you will receive directions to login to agent portal on the respective carrier website. There, you will find a marketing material library, where you can select and order pre-printed brochures.

We encourage you to contact one of our experienced product specialists to help you navigate the myriad of choices available.

# Pivot Phrases / Openers

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Selling involves influencing and motivating people. Not “order taking”. So, you must find the need and create the urgency. Then, the sale happens when you ask them to sign up. But, you must still ask for the sale.

***Find the need.....create the urgency.....ask for the sale***

## Start with a Pivot Phrase / Opener

A pivot phrase connects an undeniable truth with a statement directing the client what we want them to do.



**“The loss of a breadwinner can be financially devastating to the family, while this could have been prevented with a simple life insurance plan.”**

In this example, the direction we want the client to take is to work with you to develop a simple life insurance plan.

Here are some words you can connect your desired direction to an undeniable truth.

**WEAK**

and, or, but

**MODERATE**

as, while, during, since

**STRONG**

make, cause, force, require

Openers are usually in the form of a question.



***“Who handles your life insurance?”***

***“If something happened to you, what would happen to your family financially?”***

***“What are you doing about life insurance?”***

***“Do you have enough life insurance?”***

The answer to any of these is less important than the fact you asked it. Even if someone thinks they have enough life insurance, you should press to allow for you to do a quick assessment to find out for sure.



# Scripts

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To further your familiarity of life pivot terminology, we've provided these scripts for your review.

## "Life quote" Script



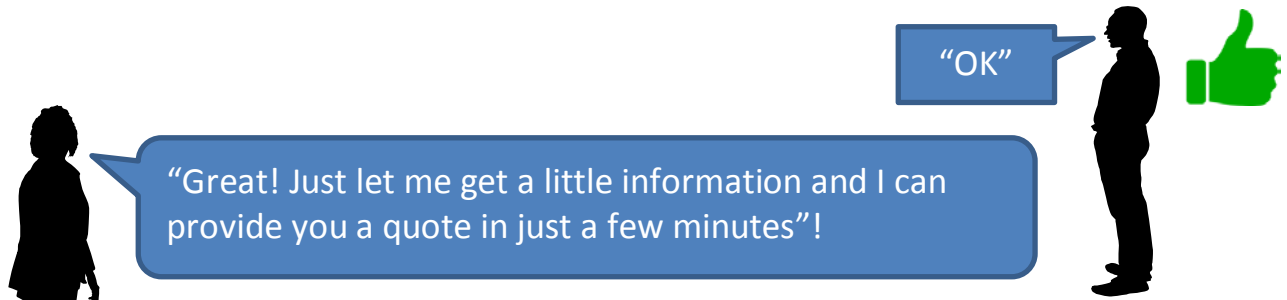
"Good afternoon \_\_\_\_\_. This is \_\_\_\_\_ calling on behalf of \_\_\_\_\_ Insurance. We're reaching out to our valued clients to discuss insuring what's important to them. What sort of planning have you done to make sure that your family would be taken care of, if you were to suddenly lose half, or all, of your household income"?

Err... Um.... [I have some life insurance through work]... [I think I have some life insurance].... [I don't have any life insurance in place] [I can't recall the exact amount], etc.



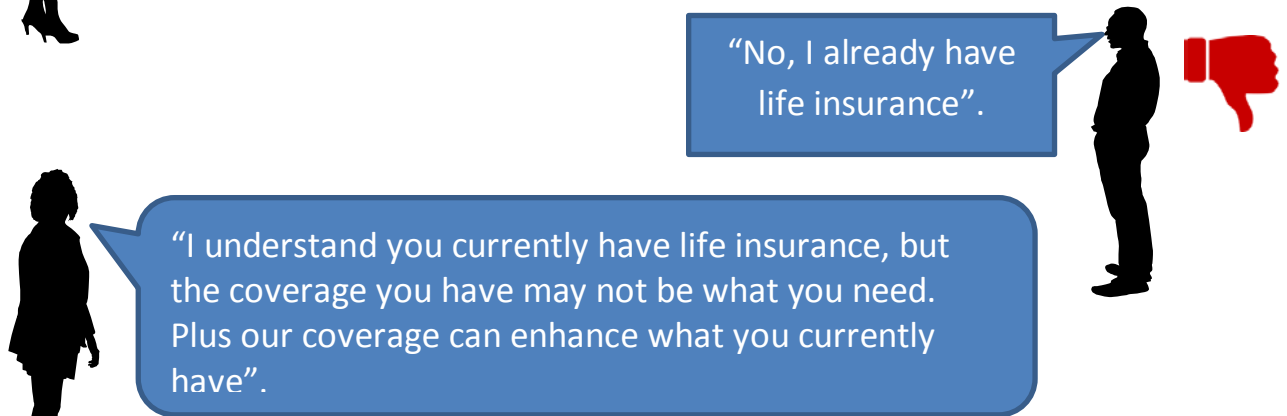

"Ok, I know it's important to you that your family is covered should something ever happen to you. Our customers really like the plans we offer because they provide affordable insurance to cover the loss of income due to death, disability or severe illness. Can you think of any reason why we shouldn't run a quote at this time? There's no obligation to buy, and if you do decide to apply for coverage, we can take care of it over the phone".

Script Continued...



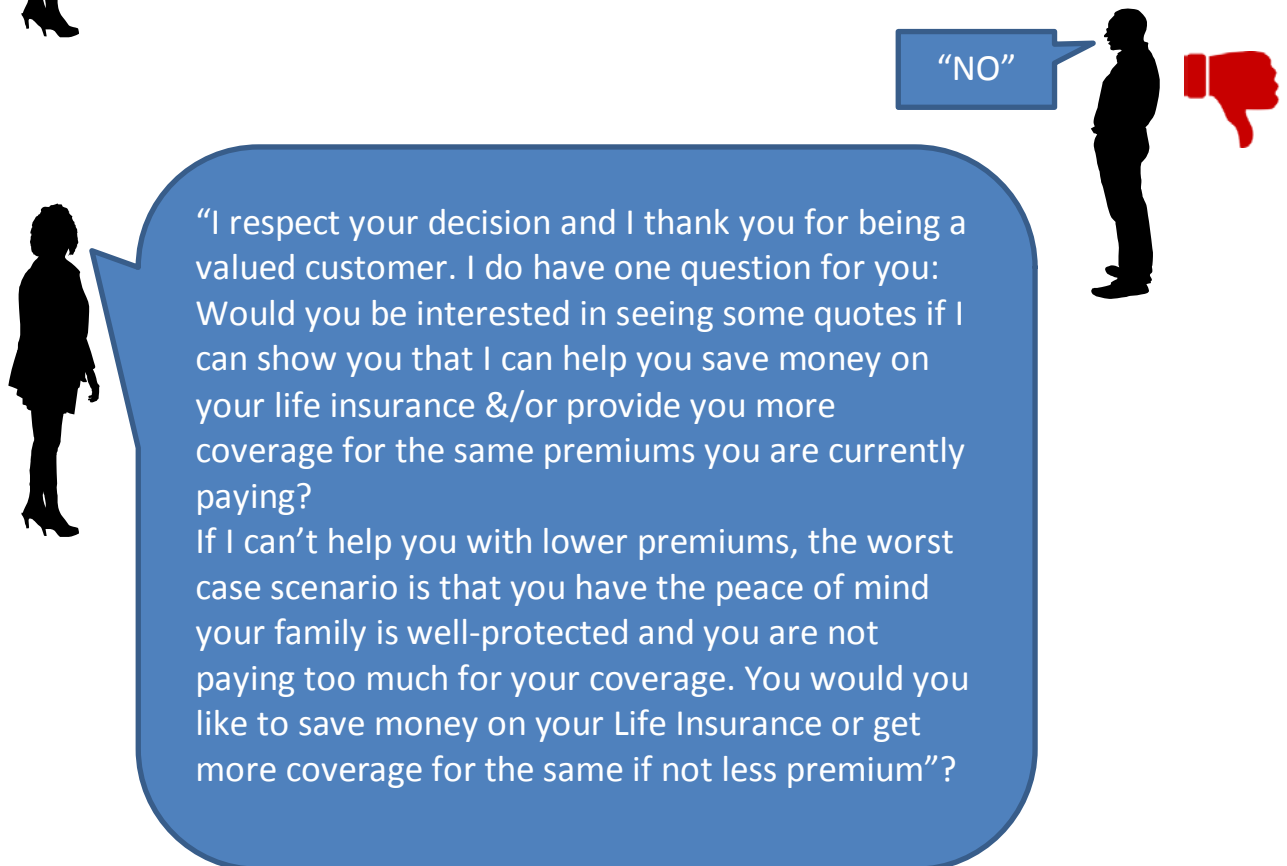

“Great! Just let me get a little information and I can provide you a quote in just a few minutes”!

“OK”




“No, I already have life insurance”.

“I understand you currently have life insurance, but the coverage you have may not be what you need. Plus our coverage can enhance what you currently have”.

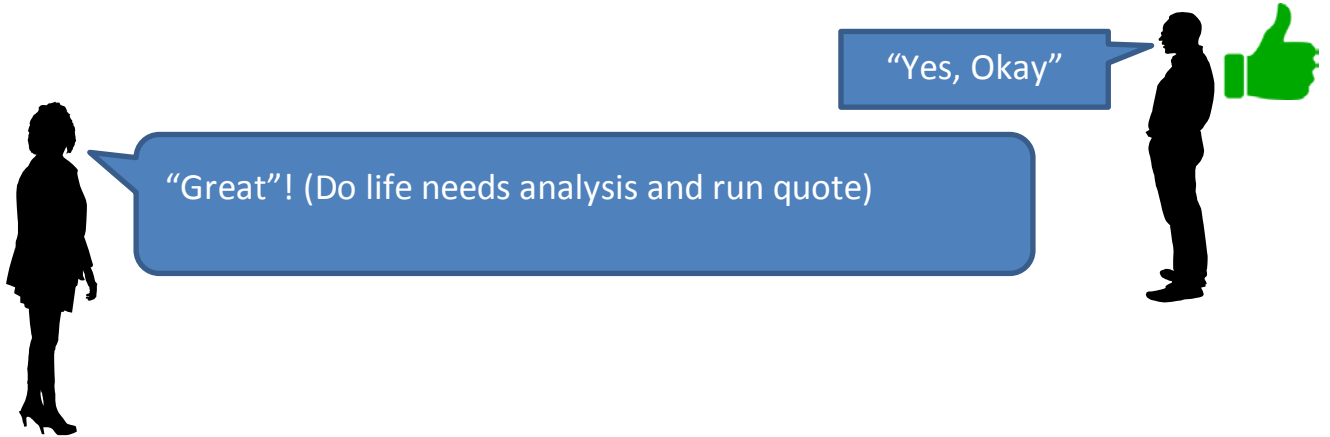


“NO”

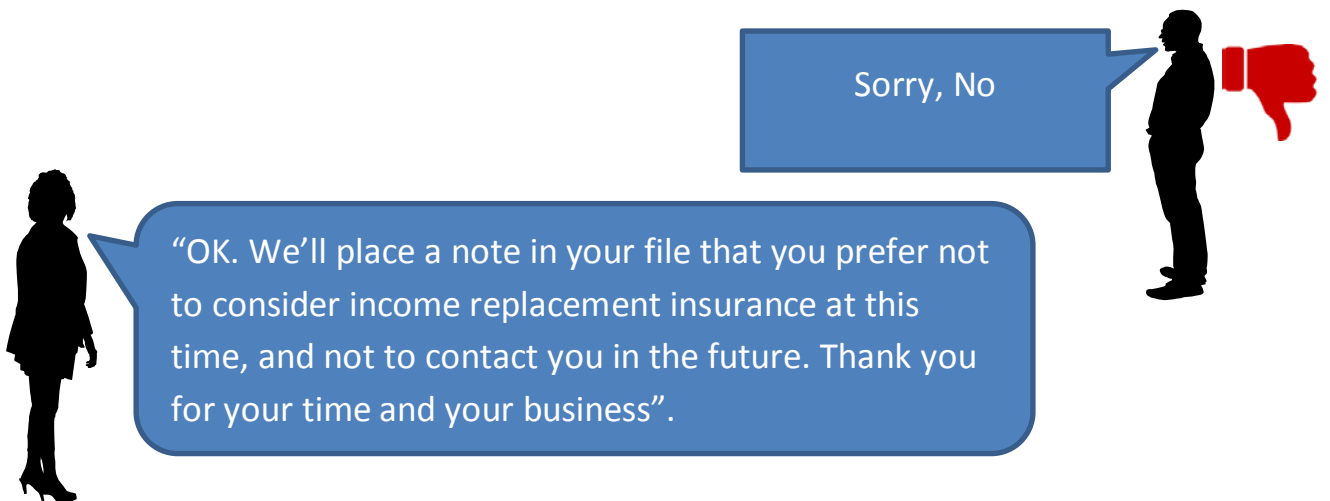
“I respect your decision and I thank you for being a valued customer. I do have one question for you: Would you be interested in seeing some quotes if I can show you that I can help you save money on your life insurance &/or provide you more coverage for the same premiums you are currently paying?  
If I can't help you with lower premiums, the worst case scenario is that you have the peace of mind your family is well-protected and you are not paying too much for your coverage. You would you like to save money on your Life Insurance or get more coverage for the same if not less premium”?



Script Continued...



-OR-



# Objections / Rebuttals

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People don't want to spend time with an uncertain salesperson. They want someone who's confident and knows their stuff. So, use powerful phrases, not passive ones.



"I can't afford life insurance"

**{OBJECTION}**

**{REBUTTAL}**

"If you've ever seen a family going through the aftermath of loss without life insurance, you'd think more seriously about it. I'd hate to see that happen to your family.

If you had a machine that printed money, you'd insure it, wouldn't you? You are that machine. So, if I could help you find a way to save you enough money to cover a life insurance premium, would you want it then?"



"I don't need life insurance"

**{OBJECTION}**

**{REBUTTAL}**

"True. If you needed life insurance, you couldn't get it. Life insurance is protection from a financially devastating event, that hasn't happened yet. And life insurance is a vital part of a family's financial strategy. Before you say no, let's analyze your plan together".



"I already have life insurance"

**{OBJECTION}**

**{REBUTTAL}**

"That's great! I'm glad you're planning ahead. Many people don't have that kind of dedication. But, also, most people find that they don't have enough or they're paying too much. Let's sit down and look at it together, to make sure you have enough and have it as inexpensively as possible".



# Fact-Finding

## Completing a life needs analysis serves several purposes:



- Provides a more accurate quote
- Solidifies the need in the client's mind
- Increases the size of the sale, earning you more commission

We have 2 versions of the Life Needs analysis available, and electronic version to use on your laptop or tablet, and a PDF version to print and fill out. The electronic version automatically calculates the needs based on the information provided. The PDF version contains instructions for the agent to complete the calculations manually.

Try gathering information in a way that flows.

We do not recommend simply going down the fields and asking each question.

Have a thoughtful conversation.

This is an interactive exercise.

Get the client's buy-in each step of the way, and they will take ownership of the solution.

Prepared for	Client Name(s)	By	Agent Name	Agent Number
<b>Life Insurance Needs Analysis</b>				
<b>Debt/Estate Settlement</b>				
Include your outstanding loans & debt as well as an emergency fund				
				Total Amount
a Rent/Home Mortgage				\$0
b Car Loans				\$0
c Credit Card Balances				\$20,000
d Burial Expenses				\$15,000
e Emergency Fund (3-6 months income)				\$35,000
<b>f Debt/Estate Settlement Total</b>	<b>a+b+c+d+e</b>			<b>\$70,000</b>
<b>College Needs</b>				
Annual costs per student: Private College - \$26,000; Public University - \$12,000				
	Public/Private	# Years	Annual Amount	
Child 1	Public	0	\$0	
Child 2	Public	0	\$0	
Child 3				
Child 4				
Child 5				
<b>g College Needs Total</b>				<b>\$0</b>
<b>h Cash Needs Total</b>	<b>f+g</b>			<b>\$70,000</b>
<b>Income Needs</b>				
Survivors need 65% - 70% of current income				
i Current Annual Income				\$80,000
j Years Income Needed				5
<b>k Income Needs</b>	multiply i times j			<b>\$280,000 @70%</b>
<b>l Total Needs</b>	<b>h+k</b>			<b>\$350,000</b>
<b>Resources Available</b>				
m Current Life Insurance				\$0
n Personal Savings				\$0
<b>o Resources Available Total</b>	<b>m+n</b>			<b>\$0</b>
<b>Life Insurance Gap</b>	<b>l - o</b>			<b>\$350,000</b>

## Life Insurance Needs Analysis

### Debt/Estate Settlement

Include your outstanding loans & debt as well as an emergency fund

	Total Amount	
a Rent/Home Mortgage		
b Car Loans		
c Credit Card Balances		
d Burial Expenses		
e Emergency Fund (3-6 months income)		
<b>f Debt/Estate Settlement Total</b>	<b>a+b+c+d+e</b>	

### College Needs

Annual costs per student: Private College - \$26,000; Public University - \$12,000

	Public/Private	# Years	Annual Amount
Child 1			
Child 2			
Child 3			
Child 4			
Child 5			

<b>g College Needs Total</b>		
<b>h Cash Needs Total</b>	<b>f+g</b>	

### Income Needs

Survivors need 65% - 70% of current income

I Current Annual Income		
j Years Income Needed		
<b>k Income Needs</b>	<b>multiply i times j</b>	
		@70%
<b>l Total Needs</b>	<b>h+k</b>	

### Resources Available

m Current Life Insurance		
n Personal Savings		
<b>o Resources Available Total</b>	<b>m+n</b>	

### Life Insurance Gap

<b>l - o</b>		
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# Field Underwriting

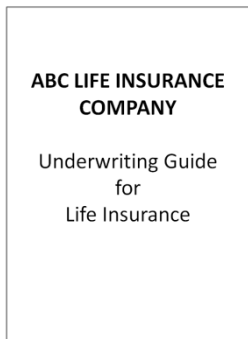
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Once you've determined the client's need, using the Needs Analysis, it's time to do some field underwriting.

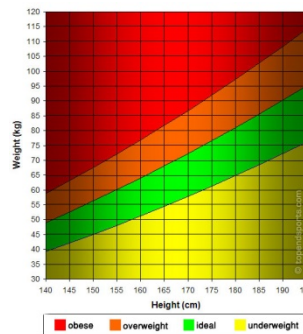
***Just ask a few pre-qualifying questions dealing with height, weight, and general health.***

With any carrier, you'll have access to two important things:

## 1) Underwriting Guide



## 2) Build Chart



**\*Never quote a client as super-preferred, unless you know they will qualify.**

Completing a sample part 1 from a life application will allow you to gather enough information to start the underwriting process. The product and underwriting guides along with the build charts will help you determine the health risk rating.

Now you have determined the need **and** the health rating, it's time to get a Quote. There are several ways, but the easiest is to go straight to the carrier website, login, and get an up-to-date quote from them. It's the only way to make sure you are quoting the most accurate rates.

The best thing to do is to get an application and any underwriting requirements. The final rate will be determined after the carrier completes underwriting. The client is under no obligation, and they can make the final decision when the offer is made by the carrier.



# Quoting

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**There are 5 ways to get a life insurance quote from Empower Brokerage:**

- 1) Directly from the insurance carrier's online agent portal
- 2) Calling a Product Specialist
- 3) Requesting a full-service quote from our website
- 4) Life Insurance Comparative Rater on our website
- 5) IGo E-app and quoting tool on our website

**We recommend #1 or #2**

## **1 INSURANCE CARRIER PORTAL**

You'll get instructions on accessing the carrier agent portal for our focus carriers. Generally, you are sent a welcome email with all agent portal information. If not, call a product specialist to help you get familiar with the carrier site. You will have an addendum for our chosen carrier, depending on your core market. (P&C, Health, Senior, etc)

## **2 PRODUCT SPECIALISTS (888) 539-1633**

Product specialists help agents get product and sales training, quotes, brochures and forms for Life, Annuity and Long-term Care insurance.

# Presenting

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## Now for the best part: Making the sale!

Life Insurance is different from many other purchases your clients will ever make, because it's intangible. They can't see it or hold it. Rather, it provides peace-of-mind for them and for their family.

Life Insurance is usually sold using an emotional connection. Since the client cannot see it or hold it, they must feel the emotion of what life would be like without it, when disaster strikes. It's the agent's job to help the client visualize the benefits that a life insurance policy will provide. It may help to share a real-life story of how life insurance helped a family and then illustrate the alternative, if they didn't have it. Ask if they know anyone who's gone through that situation.

*To help prepare for this conversation, visit **LIFEHAPPENS.ORG***

Help them make a logical decision, motivated by emotion, to prevent a devastating financial situation for their family.

It's important for you to make sure the client agrees with the **Life Needs Analysis** you helped them complete. Encourage them to go through the application and underwriting process. Make sure they know there's NO obligation to purchase the policy, and they can make the final decision once an offer is made.

One phrase that has proved successful in getting the application process started is this approach:

***Pull out an application, and a pen, and say...***



**“Based on what we talked about so far, do you see any reason why we shouldn't start the application right now”?**

# Application / Submitting Business

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## Ways to Submit Business:

- 1) Paper Application / Fax
- 2) Electronic Application (E-App) Carrier
- 3) E-App 3<sup>rd</sup> party software (iGo)
- 4) Drop Ticket

**We recommend #1 or #2**

### **1** PAPER APPLICATION

A paper application can be downloaded from the carrier website, or provided by your Empower Brokerage product specialist. You can print and complete by pen, or many PDF applications are fillable. With a fillable PDF you can complete on your computer and then print for signatures.

**ALL PAPER APPLICATIONS MUST BE SUBMITTED TO:  
EMPOWER BROKERAGE fax (817) 306-2357**

### **2** E-APP

One of the benefits of using an E-app, through the carrier website, is the assurance that the application will be submitted to the carrier **“IN GOOD ORDER”**. The E-App will not allow the application to be submitted incomplete, which is the most common problem with paper applications.

## ***Don't Understand the E-App Stuff?***

***Login to [www.EmpowerBrokerage.com](http://www.EmpowerBrokerage.com) Agent Portal for video tutorials***



***Click Training from the top menu***

***Then select your course to begin...***



**EMPOWER BROKERAGE UNIVERSITY**

Course	Your Progress	Your Overall Grade
4 Ways to Submit Life Insurance Business with Empower Brokerage	<div style="width: 100%; background-color: green;">100%</div>	n/a

**We encourage you to call one of our experienced life insurance product specialists, at (888) 539-1633, for guidance and help.**

# Follow-up/Delivery/Asking for Referrals

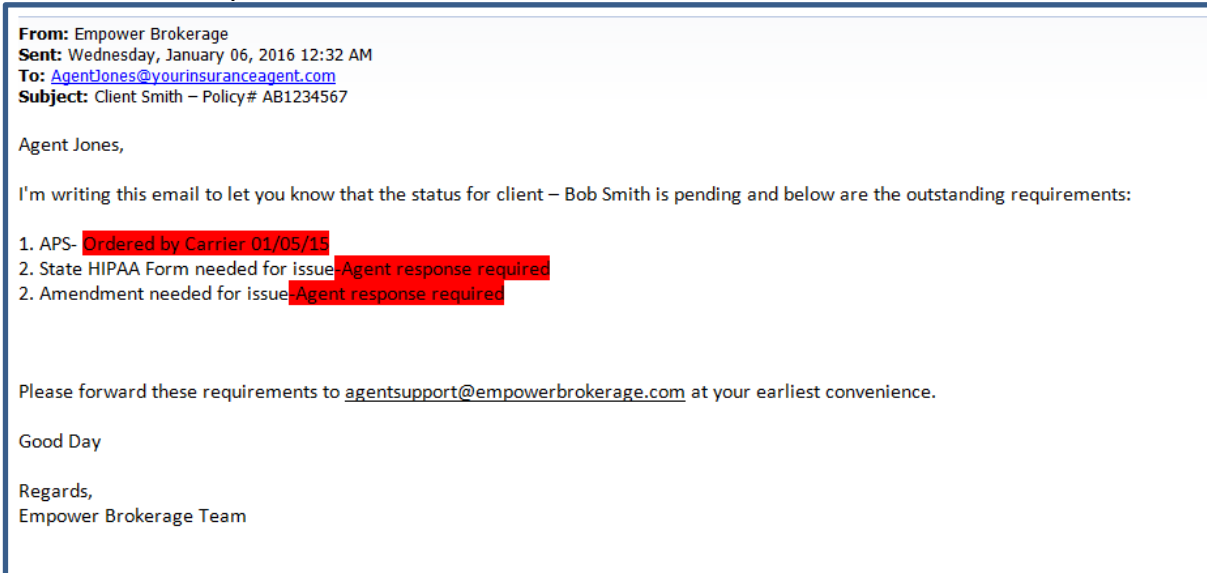
*“The most important part of the application process is what happens after submission”.*

Here are some critical steps you need to take to make sure the business is processed properly and the client is happy with their purchase.

## Post-submission case status

You will be receiving a weekly case status update on all of your pending cases. The case status report may include items that require your immediate attention. The underwriter may require additional forms, paramed exam, doctor’s records, etc. It’s critical that you promptly respond to any outstanding requirements to help speed up the underwriting process.

Case Status email sample:



It’s also good to give your client application status updates. If there’s any action required on their part, follow up and help them complete the action quickly. A weekly call to the applicant is an important part of post-sale customer service.



“The whole process should take 3 to 4 weeks. I’ll keep you informed if we need anything during that time, and to give you updates”

## Policy Delivery

Now that the policy has been approved, it's time to deliver the policy. If you have done proper field underwriting, there shouldn't be too many surprises when the policy is issued. Even if you did a good job quoting and presenting the solution, you will still need to "re-sell" the solution, when you deliver the policy.



**"Let's review the policy benefits"**

So, what if the premium comes back significantly higher than you quoted?

You will need to have a frank discussion with the applicant to discuss the health issues that contributed to the rating.



**"We were fortunate to get the offer, and I believe it's a good one. I realize it's a bit higher than we hoped for, but at least now you'll be covered"**

You will need to emphasize why it's important to secure the coverage now, rather than later. Health changes, and usually not for the best. They may not be able to get coverage in the future and their family's financial security is at risk without the coverage.

## Future sales/Referrals

So, you delivered the policy and collected the check and delivery requirements. You're finally done, and now you can get paid, right? Sure, if you have all the clients you need.

Studies show that happy clients will buy more from you and are likely to refer business IF YOU ASK THEM!

So, what do you do? Open a discussion about other services you provide.



"I'm glad we were able to take care of your life insurance need. Let me tell you about the other services I provide..."

Share the importance of income replacement in the event of an accident or serious illness. Ask them if you could show them a way to create a tax-free retirement income, would it be worth 10 minutes of their time.

***Always plant the seed to your next sale, and always ask for referrals***



"I'm so happy to have you as a client and look forward to many more years as your agent. I'd love to help people you care about. Who would you recommend I talk to?"

Ask them to refer you to a friend, family member or co-worker. Adding on sales, and asking for referrals from your existing clients, WILL MAKE YOU MORE MONEY!

Happy Sales!!



