

# 2017 Presentation Script

## **Question #1 - Have you experienced a funeral lately?**

If Yes – Listen. They will tell you why they requested information.

If No – Make statement that most people are looking for information to take the burden off of their family.

## **Question #2 – Who is going to be in charge of your funeral when you die?**

Remember this name. This will most likely be the primary beneficiary. Use this throughout the presentation.

Open Presentation book:

What I'm going to do today is tell you a little about the company and what we are going to do for you. Then I will ask you a few questions to get you qualified and give you some packages and pricing to look at.

Page 1 – Lincoln Heritage is the name of the company. Perhaps you have seen our TV commercials known as the Funeral Advantage Plan. We are a final expense company and there are two parts to our Plan. First is the Cash Insurance Benefit from Lincoln Heritage Life Insurance Company and second is the Family Support Services from the Funeral Consumer Guardian Society. We make planning for Final Expenses Easy and Worry Free.

Page 2 – Company History – Read the information in the Blocks and point to the picture of the Home office.

Page 3 – We focus on Customer Service...Read the information in the Block and the talk about the Word of thanks from our client families and the funeral directors.

Page 4 & 5 – Let me share with you why you need "Final Expense" protection. Read the statement about Social Security and the Veterans Administration Next, read the statement about the average cost of a funeral and ask next question:

**Question #3: Have you decided on traditional burial or cremation?** Let them talk about that.

Page 6 - 2 Major Challenges When you Die - Read page 6 slowly and with emotion expressing this as being kind of matter of fact. At the bottom of the page make sure you are going slow and you transition to the next page. Pause: then make the statement:

**PLUS, all of the emotions that follow...**

So, let me ask you a question:

(PAUSE)

**Question #4: Which one of these emotions do you think your family will experience the most on the day that you die?**

Page 8 – Read the question on the page and go over the Average funeral cost breakdown hitting on just a few main things. (basic services of funeral director and staff, embalming, funeral service in church or funeral home, and casket and the cemetery items) If they say cremation...Talk about cremation costs being a little less because you eliminate the casket and the vault and some other aspects of the traditional burial. Then ask the next question in relation to the costs:

**Question #5: Does that all sound pretty accurate to you?** You are getting their input on what they want. Most of the time they will tell you they just want something basic or the cheapest thing that they can get.

Page 10 - Make statement that you are going to ask them a few questions to get them qualified. Read questions on page 10 and begin qualifying...

**Pull out the application and go through it and determine what plan they qualify for. Make sure to ask about and review Medications.**

After you get them qualified:

Tell them you have a short video that you are going to share with them while you figure some plans.

Show video...while video is playing:

1. Figure three plans for them based on the answers to their questions
2. Write down the 3 quotes on the Bronze Silver Gold Form

When video is over, ask the next question:

**Question 6: Mr./Mrs. \_\_\_\_\_ How would you like to know that on the worst day of your family's life, the day you die, all your family has to do is pick up the phone, make one phone call and everything else will be handled?**

(Wait for answer)

GO to Affordable Solution Page and read the points with emotional emphasis on the last 2 points..

Turn the page to the FCGS Folder Front Page and begin the presentation of the Final Wishes forms. Read each statement slowly on the front cover. Turn the Page. Read the points on the FCGS Page slowly. ***Spend some time on the Funeral Home choice section and explain why the FCGS needs that information. (This is a great place to insert a story about an experience you have heard and can relay to the family. Remember, Facts Tell and Stories Sell.)*** Next read the points on the 24 Hour Service Access Page and talk about the cards and tell them to make sure that they put one in their wallet and give one to each family member making sure that they call the FCGS toll free number instead of calling the funeral home. Let them do their job.

Next page go over the Cash Benefit Enhancement Plan. Relay the statistics about accidents in the US and explain the AD & D benefit and the Basic and Deluxe plan. Explain that the Basic is included in every plan that we offer.

Funeral Advantage Solution Pages:

Here is where you explain the plan that they qualify for (either Full Benefit or Modified) and

Next make the statement:

I have come up with 3 plans that you qualify for and I have based them on the information that you have shared with me.

Show them the quote sheet and give them the Bronze, Silver, and Gold plan and over each plan. After the third plan make your closing statement:

**Question 7: Now, if the good Lord where to take you home tonight, which one of these three plans would you want to leave to \_\_\_\_\_ to take care of your final expenses?** (SHUT UP and don't say anything. Next one who speaks, loses)

While they are looking the plans over, continue filling out the application and when they pick out a plan, say, great I just need to get some information from you. After completing the application, explain about the in-home verification call and what takes place.

Make the Verification call and get the Reference number and write it at the top of the application.

**Ask for a check for the first month's premium.**

Fill out the PAC form and don't forget to get REFERRALS.

**Paperwork needed:**

- 1. Application**
- 2. PAC form**
- 3. Membership Form signed.**