

Prospecting 101

What to look for? What product fits best? What should I ask to find out?

Products:

- Annuities
 - Single Premium Life
 - Life Insurance
 - Disability Insurance
 - Long-Term Care
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Annuities:

1. Are you happy with the current rate you are getting on your CD?
 2. What is important to you about your money?
 3. Do you know how to lock in your gains without selling?
 4. Are you concerned about inflation?
 - a. How are you hedging against inflation as it relates to your portfolio?
 5. Have you figured out a way to have guaranteed lifetime income retirement?
 6. Does volatility in the market bother you?
 - a. Would you be interested in learning about an alternative?
 - b. Would you be interested in learning how to get rid of volatility in your portfolio?
 7. Are you paying fees for someone to manage your money?
 - a. Would you like to find a more efficient way to grow your money?
 8. As it relates to your portfolio, would you rather have a 10% gain followed by a 10% loss or a 6% gain followed by no loss?
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Single Premium Life:

1. Would you be interested in learning how to get Uncle Sam out of your legacy?
2. Would you be interested in hearing how you can optimize and multi-purpose your money/assets by moving them from your left pocket to your right pocket?

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Single Premium Life (Continued):

1. Are you satisfied with the current rate you are getting on your CD?
 2. What is going to happen with your money when you are done with it?
 - a. Would you be interested in learning how to leverage your assets to create more of a legacy to leave behind?
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Life Insurance:

**Most of these questions are aiming at younger clients (50 and younger) but can apply to some older clients as well.

1. Do you own life insurance?
 - a. A simple question, but a "yes" or "no" can really kick the doors open to a discussion.
 2. Have you bought term insurance yet to cover your mortgage if you die prematurely?
 3. Do you have a plan in place to continue your income to your spouse if you die prematurely?
 4. Have you shopped for better rates recently for your life insurance?
 5. Has your agent reviewed your life insurance lately to look for ways to enhance it?
(There are a lot of new innovations in the market today!)
 6. Do you have a college fund set aside for your kids?
 7. Do you have a burial fund?
 8. Have you protected your insurability yet by buying life insurance?
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Disability Insurance:

**These clients are usually 55 and younger

1. Do you own Disability Insurance?
2. Do you have paycheck protection?

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Disability Insurance (continued):

**These clients are usually 55 and younger

1. If you had a money-making machine in your basement, would you insure it? If yes, for how much?
 2. What would your bank account look like in 6-months, 12 months, and 24 months from now if you were diagnosed with a disability that prevented you from working and earning an income?
 3. Do you and your family rely on your income to meet financial obligations?
 - a. Would a disruption in that income result in serious financial problems or stress?
 - b. How will you maintain your standard of living if you are unable to earn that income?
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Long-Term Care:

1. Have you figured out a way to create your Long-Term Care pool/bucket without spending any money?
2. Do you currently own Long-Term Care Insurance?
 - a. Have your premiums increased?
 - b. Have your projected benefits changed?
 - c. Would you be willing to learn a way to pay for Long-Term Care Insurance without spending any money to do so?
3. If you do not own Long-Term Care Insurance, how would you cover the cost if it presented itself?
 - a. Would you like to learn how you can position 5%-10% of your assets in your portfolio to protect the other 90%-95% in the event you need care?
4. A lot of Long-Term Care plans are use it or lose it. Would you be interested in learning about how you can benefit from a non-traditional Long-Term Care plan, even if you do not use it for Long-Term Care?