



Warm Transfer Tips and Tricks

Life Insurance

The first 5 minutes are the most important when taking a Warm Transfer. The topics discussed while enrolling are quite sensitive, so making the consumer feel comfortable in these beginning moments of the call is going to go a long way. There will be instances where you will have to think on the fly and make adjustments to your script, but sticking to this as frequently as possible will help you cut through many potential rebuttals and dead air to give you the best chance of making the sale!

Introduction

1. Hi, I'm your local (state) life insurance broker in the final expense department. I am going to be assisting you with your quote today to make sure you are getting all of the coverage and benefits you qualify for.

Spend a few moments asking about their day, area they live in, etc.

2. Is this going to be your first policy or are you looking to add more coverage to what you already have?

3. Great, since I am a licensed agent I can help find the best coverage for you at the lowest cost. As long as I find a policy that meets your needs, fits your budget and most importantly get you approved for, and I'll be your agent and will be here every step of the way and in the future should you have questions, how does that sound?

Setup Process and Instill Credibility

Briefly Overview Sales Process

In your own words explain how you will bring them through the following items with precision and efficiency. Use power words and phrases to instill credibility. This explanation should take 30 seconds or less, whatever you do, don't give long winded explanations.

- Medical Questionnaire
- Explain how you will choose best carrier based on results from questionnaire
- Overview of Policy Benefits
- Explain how you will provide three custom options and that they will select the best one for their family and budget
- Once best option is selected explain how you will proceed to get them pre-approved and they will have 30 days to review their policy

Setup Process and Instill Credibility cont.

Example:

“My job and this call is a very simple process. First I will ask you a few medical questions, nothing too personal, this will help me to match you with the right insurance company for YOU, YOUR FAMILY, and MOST IMPORTANTLY YOUR BUDGET.”

“From there, I will explain the benefits and features of the program, create three custom life insurance options and together we will choose the one that works best for you, your family and your budget.”

“Our final step will be to get you pre-approved and have the policy mailed directly to you so that way you can lock in your program and over the next 30 days we can work together to make sure this is the perfect coverage and covers all of your needs. How does this sound?”

Qualifying Questions

Most Agents have different qualifiers they like to run through with prospects, whatever those items are for you, add them in throughout your questionnaire and overview. Proceed to summarize these items back to the customer before having them choose a plan. This is what we usually refer to as the customer’s “WHY” or simply put, the reason our prospect NEEDS this coverage.

Value Building and Rapport

Throughout this process you must continue to add value and engage the customer so that when you make that call to action for them to select a program, there will be no or few objections. When this is done properly banking and personal information become easy to obtain.

Be Sure to Minimize Dead Air

Dead Air is a deal killer. Be sure to continually engage the customer even when underwriting and reviewing quotes in your different agent guides and calculators. Great time to ask about the customers family and personal life to gain more knowledge to use in your close.

I Want To Think About It

As agents this is our number one objection. When this arises, be sure to explain to the customer why they took this phone call in the first place, the importance of having coverage, especially if they have none, and that they will have thirty days to review the policy. These 30 days gives them time to review their budget, go over coverage with a loved one, or even shop.

But remember, these objections will never arise if you handle them before they do!

Tracking Your Performance

Tracking your performance is vital to taking warm transfers for two reasons:

- Use LeadHub to keep track of your data and what your leads are saying, doing and if they convert or not. We always want to improve our processes and our own performance. Keeping track of what's going on (the good and the bad) during your calls will help us do just that and you as well.
- Data is the name of the game. If you can't track your performance, it is going to be very difficult to improve upon your process. When handled properly, our transfers have proven to convert above 10%. Keeping track of your enrollments, why certain calls did not close, and even the short calls is key to utilizing the full potential of the warm transfer program.

Understanding What Good Performance Means

In addition to analyzing statistics and metrics, it's crucial to recognize that sales ultimately boils down to personal interactions. Not every customer will be interested, and not all of them will express their disinterest politely. Maintaining a positive attitude and approaching each call with the enthusiasm of a fresh start is vital for achieving success and maximizing earnings!