

Exchanging Policies

A Sales Strategy

Our goal is to improve the customer's position by improving their plan.

Telephone Script

"Hi! This is (). How are you doing? () Great! Have you got a minute to talk on the phone? Thank you."

"(), I have recently joined NewLife Marketing, which is offering an excellent insured money accumulation program. I would like the opportunity to share this program with you. Often we can greatly improve someone's life insurance plan and retirement program by converting to our insured retirement alternative. Let me ask you just a few questions. Do you have any life insurance besides what you have at work? () What we need to do is pick up your existing policies and see exactly what you have now. We can do a computer comparison for you to see if we can improve your position."

CLOSE: "I can drop by and pick up your policies () or would () be better?"

SHUT UP!! Do not use quality sales time to pick up policies.

"Great! I'll see you at (time). You still live at (). Thank you. Good bye."

OBJECTIONS

We don't need any more insurance or We can't afford any more.

"I can appreciate that. You would be interested in earning more interest on more of your money, wouldn't you?" **CLOSE**

"Your old policies are probably paying you much less than when you took them out. We can transfer that money to a program that is paying more interest on more of your money. You would like to get more return on your money, wouldn't you?" **CLOSE**

I don't have any insurance or I don't want any insurance.

"I can appreciate how you feel. Others have felt the same way, but after reviewing the programs living benefits they changed their mind. Give me just 15 minutes of your time to show you the plan. Would () or () be better?" **SHUT UP!!**

"I need to ask you a few questions so I can design a plan for you." Use Needs Sheet

I don't have any idea where my policies are.

"I can appreciate that. It is a good thing I called you now, so you can find them. I'll check back with you in a couple of days and we'll set a time to get together."

Summary Analysis of Current Plan

Name of Insured _____

Item	Policy 1	Policy 2	Policy 3
Policy Number	_____	_____	_____
Insurance Company	_____	_____	_____
Issue Date	_____	_____	_____
Death Benefit	\$ _____	\$ _____	\$ _____
Type Policy	_____	_____	_____

Premium Information

Basic Policy	\$ _____	\$ _____	\$ _____
Waiver	\$ _____	\$ _____	\$ _____
Accidental Death	\$ _____	\$ _____	\$ _____
Other Benefit	\$ _____	\$ _____	\$ _____
Total Premium	\$ _____	\$ _____	\$ _____

Cash Available

At Present	\$ _____	\$ _____	\$ _____
At Age 65	\$ _____	\$ _____	\$ _____

Combined Totals: Death Benefit \$ _____ A.P. \$ _____

Current Cash \$ _____ @65 \$ _____

Other Information: _____
