**Senior Life Agent Presentation**

Is (Client First Name) Here?

**Doorknock If Direct Mail**- Hi my Name is Drew Wilder, I am here regarding the Postcard you filled out regarding the States Final Expense Burial Program, may I come in.

**Doorknock If FB Lead**- Hi my name is Drew Wilder from Senior Life, I am here regarding the FB ad you clicked on regarding Senior Life. (Show them FB advertisement).

**After Sitting Down with Client** – (Hand Client Printed FB Advertisement) In my experience, most people fill this out for 1 of 2 reasons. They either don’t have any coverage and don’t want to leave a burden to their family or they have some coverage and are looking to leave their family a gift. Why did you fill this out?

**Set their Expectations**- Have you thought about what type of service you would like such as a burial or a cremation? Do you know what the costs associated with those? (Let them answer) The average Cremation costs roughly $3,000-5,000, the average Burial cost roughly $10,000-15,000.

**Objection Blocking if no coverage (optional)** - God Forbid, if lightning struck today who would take care of your Final Arrangements? If you were to not have coverage in place, how would (beneficiaries name) find the funds to pay for it? (Make them answer before continuing) Unless she has thousands of dollars sitting aside specifically for this, which most people do not, I can only think of 2 ways. They can either get a loan from a bank or use the Credit Card in their back pocket called a credit card. The 3rd way is setting up a GoFundMe or taking donations at local convenience stores. Either way they will be forced to pay roughly $100-300/month for 5+ years on a cremation or $300-500/month for 5+ years on a funeral. Is this the Burden you are trying to protect your family from?

**Getting Qualified through SLICE**– Now I am going to ask you a few questions, see what we can get you qualified for then I will let you know more about us and what we can do for you and your family.

**After getting Qualified- (If First Day Coverage)** Congratulations, you qualify for one of our best plans which comes with First Day coverage.

**(If Limited Benefit Coverage)-** Congratulations, it looks like we can get you coverage that fits with your needs.

**About Senior Life –** Now let me tell you a little bit about us. Senior Life has been around since 1970 and we specializing in Final Expense Insurance for all ages. But Senior Life knew that all Life Insurance companies do the same thing. Senior Life knows that at the time of one’s passing that there are 2 burdens that are incurred; There is the financial burden, which all insurance companies are set up to handle, and the emotional burden, which no insurance company is set up to handle and that is where the funeral homes use the emotional burden to increase the financial burden. As a way to set ourselves apart, Senior Life wanted to address both burdens of ones funeral. So they formed a company called Legacy which specialized is Funeral Planning and Negotiating for our clients needs.

**About Legacy Assurance –**Legacy Assurance is a group of caring individuals who help you plan your final wishes so when the time comes, we can help your family negotiate the lowest prices at your local funeral homes; and, by using your final wish selections we assist them as they purchase your funeral merchandise. Legacy Assurance is owned 100% by Senior Life, is operated out of the same office as Senior Life and only available to Senior Life clients. And because you will be a member with Senior Life, Legacy allows you to preplan your funeral without prepaying, locking in the price of your products for life, at a cheaper rate than today’s rate through any funeral home. Then they make all the planning phone calls to your selected funeral home allowing your family the time they need.

**How Legacy Works** – Legacy works in a 2-pronged system. The first being they negotiate the price of services and the second being they negotiation the price of productions. The first thing Legacy does is to help plan your Final Wishes. They want to know what type of service your interested in, what funeral home(s) you would like and what type of products you want. As an example, let’s say you want to have a burial, you want to use Johns Funeral Home and you want a black casket. Instead of your beneficiary talking to the funeral director, going back and forth with them and being asked, “How much do you love your Mom or Dad, a $6,000 casket or a $10,000 Casket?” to sell higher priced merchandise and services under duress, Legacy is going to call every funeral home in direct competition with Johns Funeral Home to negotiate their prices before calling Johns Funeral Home. When they call the funeral home for your choice, they say “The client would really like to go with you, but you want to charge them $7,000 for services and your direct competition wants to charge them $4,000. Drop the Price of your services and they can choose you.” The next step on the same call is to negotiate the price of your products using Legacy’s selection of locked in products. “The client would like to go with your black casket, but your charging $3,500 when she can get the same casket for $1,500 elsewhere. Drop the price of your casket or she will go elsewhere”. In todays market, Legacy will save our clients 40% off the average price of a funeral equating to a savings of roughly $4,000.

Watch the Legacy Video with Client

**Backtrack to expectations**- So instead of finding another insurance company to cover paying $10,000-15,000, your funeral today through Senior Life and Legacy Assurance will only cost between $6,000-11,000. Allowing for you to save on your monthly premiums with a lower face value or to get the same policy as the competition, but leave your family thousands of dollars more for the same price.

**Quote**- What I have done is give you a broad range of what you qualify for based on what you are looking to accomplish. (Go over 3 Quotes, $15k for $50/month, etc) Which one of these best fits your needs and budget comfortably?

* Note- when they choose an amount, go to the application portion of SLICE and first ask who they would like to be their beneficiary.