App By Phone Mortgage Script
Sell over the phone

Hello, Mr/Mrs/Ms _____, this is _____with the **Mortgage Protection Customer Service Department** with _____. How are you doing today? The reason for my call, Mr/Mrs/Ms _____ is that we are doing a **service call at your request.**

QUESTION #1:
You requested information on the Mortgage Protection Program for your family. Do you remember sending in the little (tan or blue) card a couple of days ago?
 (*You should be getting a 90-95% yes to this question. This question lets them know who you are and they requested you to contact them.*)

(*If they don't remember, remind them*): **The Mortgage Protection Plan covers you and your spouse. In the event that something should happen to either of you, the house could be paid off and free and clear for your family.**

QUESTION #2:
And you are interested in having the house paid off for your family in the event that something should happen to you or your spouse, right?
(You should be getting a 90-95% yes to this question.) This question is important because it verifies the reason why they sent the card back to you and why you are calling them. (They want their family protected.) When they answer questions 1 & 2, you have a prospect that says they asked to be contacted and are interested in protecting their family. That is a good prospect!!

**(Stick to these two questions and it will eliminate any confusion as to who you are and why you are calling)

I need to verify the information on the card you sent in and ask a few questions.
Is that OK?

Great! Your mortgage amount is _____.

OK, I have your birthday as_____ and you *(do/don't)* use nicotine products, *(if they use nicotine, then ask what kind they use. if they don't use nicotine products, ask if they have used in the last 5 years.)*

 OK and your spouse's birthday is _____ and they (do/don't) use nicotine products.
(If they use nicotine, then ask what kind they use. if they don't use nicotine products, ask if they have used in the last 5 years.)

Mr/Mrs/Ms_____:

1. Have either one of you been treated for Cancer_____,
   Heart problems_____,High blood pressure_____,
   Diabetes_____,or hospitalized for any medical condition in the last
   10 years?_____

2. Are you currently taking any medications?_____If yes:
   a. What is it for? _____
   b. Ask what kind? _____
   c. How much? _____
   d. How long? _____

3. How tall are you? _____
4. Approximately how much do you weigh? _____
5. Have you ever been treated for drugs or alcohol? _____
6. Are you a US Citizen? _____

Right here look up a 10 yr level term policy or whatever policy that is needed for the prospect considering their answers to your questions.

Now, Mr/Mrs/Ms_____ with the answers you gave over the phone I can get you $_____ protection to protect your family and can be used to pay off your mortgage for only $_____ per month. If that is in your budget we can do an application right now over the phone and get your protection started now.
(*At this point you can see how your policy works and make necessary adjustments. Either lower the policy amount or change carrier to find something that fits their budget.* **Remember the prospect normally has only two objectives (reasons) for sending in the card. 1) Protecting their family in the event of a death, and 2) keeping their payout within their budget)**

 (*If they say I need to talk to my spouse say*) I will call back and talk with you around 6 PM tomorrow evening, is that enough time to check with him/her?

<> REMEMBER <>

<u>LET THEM HEAR YOU SMILE! ! !</u>

Objections
"Answering Objections" <u>is keeping control.</u>

Objection: "<u>We're shopping</u>".
Answer: Mr/Mrs/Ms _____ shopping is the main part of our service. There's over 1500 companies you can buy from and for the past 30 years our company regularly reviews them to help keep us informed as to which companies offer the lowest rates depending on our clients age, health, and needs.

("We're shopping": Is often reluctance on the part of the homeowner to make a decision. "We're shopping" might mean, "we're low on money" or "we're not ready to buy yet." Probably, they just moved into their house because, have a new house payment and other new bills. They're not sure of what they can spend yet. At this point, they recognize a need to buy and are getting information. You have given them a quote so find out what is the best time to get back with them.)

Objection: "<u>I've got to talk to my spouse</u>":
Answer: I'll call back at _____ tomorrow night. Does this give you enough time to talk to your spouse?
(Try to keep control of the callback time. Get a time and <u>follow up!</u>) Remember, 70 to 90% of your sets and sales come from follow-ups.

Objection: "<u>Mail it</u>":
Answer:
Mr/Mrs/Ms_____ we don't mind putting something in the mail, but protection is something hard to mail since each plan is tailored for your personal needs. All we're talking about is $_____ of coverage for both you and your spouse for $_____ a month and if the $_____ a month is in your budget, the next step, in protecting your family, would be take an application to get you approved and we can do that right now over the phone. How does that sound?

Objection: "<u>We have life insurance</u>":
Answer:
Yes, Mr/Mrs/Ms_____, almost all the people we work with do. But the coverage we're talking about is a special low cost coverage that leaves the mortgage free and clear for the family without using up any part of your present life insurance coverage. Your family will need all or possible more than your present coverage to live on in the future, if yours or your wife's income is taken away.
(If you can't convince a person that he needs his present life program <u>plus</u> the mortgage coverage, then move away from the mortgage protection to the disability protection.) (<u>State this:</u>) **You probably sent the card back in, to us, for the second part of the home protection program, which is the disability. The**

disability will pay your mortgage payments in the event that you become injured or sick and can't work. It helps you from losing your home.

Objection: "We've already bought":
Answer:
Yes, Mr/Mrs/Ms _____ most of the people that ask us to call them, already have the protection in force but, you probably sent the card back into us for the information on the new mortgage protection program. This program is one, that if nothing happens to you or your spouse all the money you pay in for the protection coverage is refunded to you and your family. Most people's protection covers that but, doesn't refund any of the money they paid in over the length of their mortgage, which could be between $8,000 to $15,000. The company just keeps it. Would you be interested in having your payments refunded to you?

Objection: "I'm Single"
Answer:
Oh, you must have sent the card in for the second part of the mortgage protection program. That's the part where, if you become disabled and can't work, your house payments are paid for you.
(They are generally easier to sell, but they cancel more of their policies because they start thinking, if they die, they don't care what happens to the house if they don't have anyone to leave it to. If the singles don't recognize or have an interest in death protection, then talk to them about disability.)

Objection: "No money now"
 Answer:
(If that's the case).
(Tell them) **There might be ways we can help you get the mortgage protection coverage without paying any more out of your budget than you are now paying.** *(Ask)* **Do you have any life insurance outside of work that you are currently paying for?**
(Let them know that the new life insurance rates have decreased quite substantially over the past few years, and with the rate decrease and the possibility they could be over paying for their current coverage.)
(Ask how much coverage they have now, how much they're paying, and expain how your new quote figures into the new rate structure.)

CONTACT SHEET

Date: _____

SPOKE WITH:_____

Mr.   Mrs. or Ms.

MALE: **FEMALE**
    AGE: _____   AGE: _____

    CLOSEST: _____   CLOSEST: _____

    HGT: _____ WT: _____   HGT: _____WT: _____

    MEDICATIONS: **MEDICATIONS:**

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

COMPANY

_____**RATE**_____

_____**RATE**_____

Call Back: Date: _____Time: _____

NOTES

_____
_____
_____
_____
_____
_____

Phone Message Memo
(Leaving a Phone Message)

Hi(Their Name)_____this is _(Your Name)_____with the Mortgage Protection Customer Service Department, I have the information you requested. Please call me at _(Your ph. number)_____, between _____ and _____am/pm your time, so I may give you the information.

Thank you, _____.
(Your name)