



SYSTEM FOR IMPLEMENTATION



- 1** Begin each meeting by **summarizing** what problems were discovered in the planning meeting in a clear and concise manner.
- 2** Start by solving the **death benefit needs**.
 - Illustrate a specific need from the plan (down to the dollar) in term insurance. Educate them on all the different types of term, along with the pros and cons. Then illustrate an exact need in all permanent insurance. Educate them on all of the potential uses of permanent insurance through life and death. Walk them through the pros and cons.
 - Proceed by asking the question “If money grew on trees and affordability of premiums were not an issue, which one would you buy and why?”
 - If their answer is term: Understand their reasons why and then be fully prepared to address that objection with a powerful response that is easy to understand and backed up with legitimate data. (There really are only a few objections.)
 - If the answer is permanent: Respond by saying “That is exactly correct, but unfortunately money doesn’t grow on trees and affordability of premiums is an issue.”
- 3** Have a very simple strategy to solve the **disability insurance shortage**. Help them understand the premium is not the problem, however, it is the solution to a much bigger problem. Have a simple and concise process to educate them on disability insurance. Take the stance that it is what it is – a necessary evil and it must be addressed.
- 4** When delivering information on solving **educational needs** from the plan, cover the top 2-3 vehicles out there and educate the client on the pros and cons of each. If the entire need cannot be funded today (which is almost always the case), cover alternative options such as paying the shortage with cash flow at the time, student loans, etc.
- 5** When delivering information on solving **retirement needs** from the plan, cover the top options out there and educate your clients on the pros and cons. If the entire need cannot be fully funded today (which is almost always the case), have a very candid conversation around the consequences (working longer, living on less, etc.). This will help them start to own this.
- 6** **Summarize** what it would take to fully solve every single gap in accordance with their goals.
 - Have a process to apply your planning philosophy customized to the particular needs of the client, in a manner to best allocate the dollars available from a budgeting perspective.
 - Design and consistently apply a language to best articulate your philosophy along with your final recommendation. In addition, have a way that you consistently use to describe your strategy to help that client understand the vision to ultimately achieve financial security through working with you over time.