

← 2. Starting IUL Appt

Qualified IUL & Whole Life Pivot *Appointment into eApp*

-  this template is only for agents who have
- Booked IUL appointments using the [IUL Script \(steps 1-6\)](#)
 - Seen their manager present multiple IUL illustrations

*Prior to your appointment you can verify client's health for IUL – If they can **not** qualify, prepare for **whole life** pivot (page 4)*

 Tip: you can prepare the illustration before the call & have [crankwheel](#) ready

Qualified Client - Start of IUL appointment: *start by recapping everything from the initial call*

Hi _____, this is _____. I'm the IUL Specialist assigned for our appointment today.
How are you? Great. Let me verify what I have on file for you:

Recap notes from initial call

- DOB
- Health - prescriptions + diagnosis / record
- Occupation/income
- Beneficiary

Describe the **main points of IUL (go over page 4 of [IUL script](#))**:

- Clarify which is most important (in order from 1-3)
- Clarify contribution amount of 10% or more of their monthly income

For manager *** insert video explaining summary page only ***

Start of Illustration

-  Once contribution amount is confirmed — go into ILLUSTRATION
1. Send a picture of your business card to their phone
 2. Send screenshot (or screenshare) NLG IUL summary page

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- **Living Benefits:** if client gets sick: Chronic, Critical and Terminal illnesses (describe and know each benefit)
- **Cash Value:** how much money client will have at age ____ (or whatever age they mentioned in retirement)
 1. Explain that this is illustrated at conservative 6.45%, but over the past 20 years they have seen an average return close to 13%. The insurance companies like to under promise and over deliver. So that means that this cash value can easily double 🤑

🔔 **DO NOT OVER EXPLAIN** — keep it simple with the 3 benefits personalize it to their goal

IF client wants more details on cash value; watch and study this training 📺

[Explaining NLG Illustration in detail](#) 📺

Once benefits are presented –

CLOSING QUESTION:

Is \$\$\$\$ the amount you would like to QUALIFY for or did you want to see a higher amount?

For manager *** insert video explaining E-app flow ***

Transition into E-App

- Gather ALL unanswered questions on the [Inventory Sheet](#)

Casual information first:

- Verify correct spelling of first and last name
- Get drivers license number
- Email + phone number
- Physical address
- Etc!

🔔 HOW TO ASK FOR **SSN**:

say *very confidently not sounding awkward*

- Were you born in _____ or a different state? Awesome.
- They always have me ask this, you're a US citizen right? Perfect. **Verify your social.**

*****IF you get SSN objection:** "your social is tied to your medical records, this is how the insurance company will verify that what you're telling me about your health is true and that you're a US citizen - what's your social?"***

- Primary doctor (if they do not have one, put down what clinic or urgent care they went to last)
 - Date of last doctor visit
- Are parents still living?
 - Age of mom and dad

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- Personal **net worth** + **household net worth**

HOW TO ASK FOR **BANKING**:

breeze through very casually

Now ____, IF you get approved what bank are you wanting to use; do you bank with a local bank or a credit union? Great.

Who do you bank with?

Did you open that here in (state) or a different state?

google routing number for that specific state

Perfect. Let me verify what I have for the last 4 digits of the routing, I have xxxx, is that what you have? Great. So the full routing is xxxxxxxx correct? Perfect.

Is this a checkings or a savings account?

- Go ahead with the account number (say *very casually not awkward*)

- **"I don't have the numbers"**:

- no problem, go ahead and pull up your mobile banking app or a voided check

- **Banking objection**: The carrier just needs to confirm that it is your full name on the account and that it isn't an offshore bank account or a neighbor trying to get insurance under your name. Your account is here in the US right? Go ahead with the account numbers.



Immediate Protection w/ NLG:

Once we submit the application, it typically takes the carrier 1-2 weeks for the official approval – Once we get the approval, the first payment of \$_____ will draft and the policy will go into effect for you right away since it is immediate coverage. What that means is if God forbid something were to happen to you the day after approval you are covered for that full amount. Does that make sense?

Immediate Protection w/ Simplified Issue Carrier: "Once we submit the application, it typically takes the carrier 1-3 business days for the official approval – Once we get the approval, the first payment of \$_____ will draft and the policy will go into effect for you right away since it is immediate coverage. What that means is if God forbid something were to happen to you the day after approval you are covered for that full amount. Does that make sense?"

Cement Sale:

- Make sure client SAVES your personal number to their contacts before they get off the phone with you

- **Let them know you are their insurance person FOR LIFE.**

- If they want to increase the coverage, update beneficiary info, change an email address you're their go to person for that

- You are going to call them as soon as you find out if they are approved

- Make sure to save their contact to your phone and send them a **text message summary** of their benefits and everything you talked about

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Monthly: \$196.69 per month
Permanent Coverage
Living Benefits (Terminal, Critical,
Chronic Illness)
- Cash Value
Effective: 12/13/2024 (immediate coverage if approved)
Agent for life: Maranda Ast

● Unqualified Client - Pivot to Whole Life:

▶ Next steps:

- Research and present whole life insurance options.
- Combine policies across companies if necessary to meet the desired **monthly contribution** and maximize benefits.

After reviewing your medical conditions, it looks like you won't qualify for an IUL, but **luckily** we have another product that is very similar — a permanent life insurance policy.

This policy offers the same key benefits: a death benefit, living benefits, and tax-free cash accumulation.

The main difference is that the cash accumulation won't grow as quickly as with an IUL. However, the interest on your money will still be much higher than what you'd get in a savings account.

I'll structure the policy to match the \$_____ per month we discussed, maximizing your cash accumulation potential within the plan."

Presenting Whole Life:

So, with the \$_____ a month payment, your death benefit will be \$_____. That death benefit is permanent and will never expire. You'll also have a terminal illness rider to provide protection while you're living, and, of course, your

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start filling out eApp

? ONLY If asked:

- **Average IUL interest rate: 6%–12%**
- **Average permanent life policy interest rate: 1.5%–5%**
- **Average savings account interest rate: 0.2%–0.6%**