Step 7

Step 7a: The Script
There is an easy script to use when calling the leads. Go to Step7aTheScript to download and save to your computer. Go over the script a few times and even roll play with someone prior to making your first call. It is best to practice several times before making your calls to get really comfortable with what you are saying as you don't want to sound like you are reading and most importantly, you don't want to sound nervous.

When studying the script, it will mention the Mortgage Protection Chart. Remember to also download Step7bMortgageProtectionChart and save to your computer as you'll need to know what the return amount would be when your Client decides to add the Cash Back Rider to their policy.

Step 7b

Step 7b: Mortgage Protection Chart
This chart is only for when Clients want to add the Cash Back Rider to their policy. As you'll see, across the column is the Terms available and on the left side 1st column is the monthly payment. Now let's do a few Scenarios to get a better understanding of this chart.

Scenario 1:
Client Jack states he can afford to pay $50 a month. You will then encourage him to do a 30-Year term because in 30yrs after he had paid up on his premium, he will get a Return of $18,000 and he can use that for his Retirement. He can go on a vacation, pay off some bills, relax, etc.

Scenario 2:
Client Samantha has 3 children and doesn't have a plan after retirement but she does collects child support now and can put some money into this Mortgage Protection and can afford to pay $100 a month. Encourage Samantha to do a 30-Year plan because at the end of her term, she'll get back $36,000. This is a nice lump sum for her to enjoy after raising her children.

Scenario 3:
Client Brad states he can afford to pay $225 a month but he doesn't want a 30-Year, he only has 20 years left on his mortgage. You can inform him that he could

Step 7b - Continues

still get a 30-Year if he wants to use the insurance as a Savings/Retirement Plan and if he doesn't passes away before the term expires, he will get a return of $81,000 back but if he decides to get the 20-Year term, he will only get $54,000 back. You can let the Client decide at that point.

It is always best to encourage the Client to get the 30-Year Term but also listen to what they are saying and keep options open for each Client and compare the amount of return for the 30-year Term verses the term they want and then allow the Client to decide from that point.

NOTE: All terms isn't available in all States so remember to inform each Client this information. Also, the Cash Back Rider isn't available in all states nor is it available for all terms. It is best to not get the Client all excited on this Rider because if it's not available when our License Insurance Broker run it through the Quoting System and calls the Client to inform him/her, we don't want the Client to be upset and not move forward with not getting Mortgage Protection.

Step 7c

Step 7c: Questions & Answers
You will receive a lot a questions and you want to be knowledgeable about Mortgage Protection Insurance. Remember to go back to Step3bQuestions&Answers and study this to better understand what to say when you have questions.

Think of more questions that you may get, email them to any of our Regional Managers or to your Supervisor so we can add those questions along with the answers to our Questions & Answers List.

Step 7d

Step 7d: Follow-Up Calls
It is **MANDATORY** to do Follow-Up Calls **EVERYDAY!** It is very important to stay in contact with each Client on a Daily Basis as you don't want to lose that person as a Client. It is also important to get referrals. After helping each Client, ask for at least 5 referrals so you can help them out as well.

Step 7d - Continues

PhoneOps want to keep a HIGH QUALITY CUSTOMER SERVICE RECORD so remember, keeping in contact with each Client on a daily basis is **MANDATORY!**

Step 7e

Step 7e: Leaving a Message
Whenever you get a Client's voicemail, it is very important to always leave a message. Keep it short & sweet but always professional. Say the following:

~~~~~~~~~~~~~~~~~~~~ Start Message~~~~~~~~~~~~~~~~~~~~

(Client Name) this is (Your Name) with the Mortgage Protection center, a division of PhoneOps Insurance Agency, LLC. I am calling because you have a mortgage with (Mortgage Company) on your home at (Full Address). Call me as soon as possible please, I can be reached at (Your Number), thank you and have a Blessed & Unstoppable Day!!!

~~~~~~~~~~~~~~~~~~~~ End Message~~~~~~~~~~~~~~~~~~~~

Step 7f

Step 7f: Completing The Application
When you get a client that is ready to move forward and get locked into a monthly payment that he/she can afford, you don't want to give them time to change their mind. Complete the Step7fTheApplication over the phone with that person right then and there.

When completing the application, you must have Microsoft Excel to open the application and all applications must be typed. We can't understand everyone's handwriting so your typing skills need to be up to par and remember to check your spelling prior to submitting each application.

Step 7f - Continues

Client Information:
Most of this information is on the lead, you should have confirmed this information in the beginning of the phone conversation so fill that in then get the remaining information filled out. DO NOT LEAVE ANYTHING BLANK ON THE APPLICATION. If it doesn't apply, put N/A.

Product Information:
When you get to the Product Section, just HIGHLIGHT one of the Terms. Try to encourage the Client to select the longest term possible but of course, if they are 50yrs old, they probably wouldn't want a 30yr term so listen to what each Client is saying and use common sense. HIGHLIGHT all Riders each Client is interested in.

Suggested Face Amount:
This is probably why the Client had a very high quote in the first place but getting an idea of how much insurance each Client would like to have would help the Licensed Insurance Broker determine if adding the Cash Back Rider would be beneficial to the Client or not or any other Rider for that matter. The Licensed Insurance Broker will do her best to get as close to the suggested face amount as possible while staying in the monthly price range and if any Riders are selected, they will be removed so inform each Client of this situation.

Health Information:
This is the biggest section of the application and most important so remember to **NOT** skip any questions. When you get to a Yes or No question, simply HIGHLIGHT either Yes or No. Don't highlight both of them.

If Client is a Smoker; for daily, weekly & monthly, just put a number for each.

Questions 2 through 4:
Strictly HIGHLIGHT either Yes or No. If Question 4 is yes, get the Primary Doctor's information and put in the space provided along with the date of the last appointment.

Questions 5 through 8:
HIGHLIGHT either Yes or No and if any of the questions are Yes, complete the information below that question filling out everything. (B) of each of those questions are the same so if the Client's Primary Doctor performed care/treatment for the

Step 7f - Continues

Question you are on, you will HIGHLIGHT No and you do not have to complete the Doctor's section.

Question 9 & 10:
Question 9 is a big one as it has A through E. HIGHLIGHT either Yes or No and if any of the questions are Yes, complete the information below that question filling out everything. Question 10 is just asking about prescription drugs. Answer accordingly for this question as well.

Question 11 through 13:
HIGHLIGHT either Yes or No and if any of the questions are Yes, complete the information in the **Medical History Details** section. If you need more space, simply create another sheet and copy another page.

Questions 14 through 23:
HIGHLIGHT either Yes or No and if any of the questions are Yes, complete the information in the **Personal History Details** section.

Previous Quote information:
If the Client had someone come out before and provided them with a quote, put that amount in the space. If they stated that no one ever came out to them & quoted them, put N/A.

The amount you are locking them in for, put it in this space

Refinance Option Information:
When you get to the Refinance Section, just HIGHLIGHT one of the options.

Beneficiary's Information:
Get all this information from the Client

Life Insurance In Force & Replaced Information:
HIGHLIGHT either Yes or No and if any of the questions are Yes, complete the information below that question filling out everything.

Step 7f - Continues

Today Lock In Rate - Payment Information:
Get all this information from the Client then after completing this section:

- Inform the Client to take a photo of the next check that's in their check book after writing VOID on it
- Then inform the Client to text it to you
- Once you get that text, confirm the routing number, account number, etc that it's correct
- Save the photo to your desktop
- Attach the photo in the space provided on the application

THE VOIDED CHECK MUST BE ATTACHED TO THE APPLICATION PRIOR TO SUBMITTING THE APPLICATION!!!

- Inform the Client to also take a photo of their Driver's License and it can't be expired then inform the Client to text it to you
- The Client will have to email you a current Utility bill, all pages. It can be Gas, Electric, Water, Cable, ect. or it can be a current Mortgage statement and their name have to be on the bill. Make sure you receive this by email prior to ending the call.

If anything is missing from the application, it will be returned to you for corrections. When you are finish completing the application, you can return back to The Script to finish.

NOTE: Do not send the application to the Client, you must complete the application over the phone by asking the questions and completing the application for each Client.

Step 7g

Step7g: Submitting Completed Applications
At this Point, you have successfully completed your first application. Now go to:

www.PhoneOpsFunding.com/IPIAFileSubmission

to complete the IPIA File Submission form. This form needs to be completed ANYTIME you have a Completed Application to submit, Old Leads to turn in and to submit your Weekly Status Report.

Step 7h

Step 7h: Refinance Compensation (Encouragement)
It is your job to encourage every client to refinance their home to payoff some of their debt and to lower their mortgage payments. So a simple Refinance with Cash Out would be the method to go.

If your Client decides to move forward with the Refinance, Great. Send him/her to:

www.PhoneOpsFunding.com/Refinance

to complete the online application then simply follow steps 1 through 5 of this Training Site to proceed. As you will see, you would be doing the same work day by day and once you get the hang of it, you will do it a lot quicker and a lot better everyday.

This Completes Step 7