

The second appointment is where we go for the sale, based on what we have determined from the 1st appointment fact finding.

The presentation will vary depending on what we have determined, analyzed and game-planned together, but this will give you an idea of what that appointment might sound like.

SCRIPT

Hi Lieutenant Smith. How are you?

I analyzed your situation and put together a plan that I want to review with you.

This is based on the information that I gathered during our last visit and our review of your situation.

The good new is that I think we have some excellent options for you.

First I want to talk about the term policy that you have in place. That is important coverage for your family, but it will be expiring before you leave service and would leave your family exposed.

Also, as you get older it will cost more and more to replace that policy.

What I want to recommend is that we either replace that with a new term policy that will be convertible to a permanent policy in the future, or we convert that policy into a Universal Life policy now that can last you for the rest of your life. A Universal Life policy that can be utilized for Pension Max.

A new term policy will save you money today, and just as importantly, it will save you money in the future by converting the death benefit to permanent insurance when you retire, regardless of any future medical condition you might have.

Now, if the client is within 1-5 years of retirement I'll say

Let's "rent" a new term policy today while it's cheap, but we will be able to convert all or some of the death benefit over to a permanent insurance policy (meaning you can own it for the rest of your life) for Pension Max later when it will save you money, and still protect your spouse all the way along.

You're as young as you will ever be today, you are as healthy as you will ever be today, so insurance is going to be as cheap as it's ever going to be today... so let's lock you in today!

If they don't have a term policy in place they can all afford \$30-\$40 month.

Remind them they have a dangerous job and then must have adequate coverage for their family's needs.

OK... back to the presentation.

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Let's talk about Indexed Universal Life or IUL.

One of the things we do is educate COs and dept. of corrections employees about alternatives to using a Savings account and either a 457 or 401K.

You can think of IUL like a Roth IRA and a permanent life insurance policy married together.

These work, and work well if they are set up properly with a minimum death benefit and maximum cash value and if you are healthy today.

If you aren't healthy we might need to find something else for you, but the reason they work is because they cover a number of your needs.

1. They protect your family.

The death benefit portion of the IUL provides security to your family if god-forbid anything should happen to you. You do have a dangerous job after all.

2. It protects you from excess taxes.

Because it is a life insurance policy, you can receive the income from it tax-free.

The money you are paying into this vehicle comes from your bank account, not from your paycheck.

Therefore, you have already paid taxes on that money and due to it being a life insurance policy you can access the money, and the gains, without a tax consequence if you do it correctly.

This is one of the big advantages of this type of cash bearing life insurance policy.

3. It protects you from the market.

You have CalPERS.

You don't need to swing for the fences. PERS is your home run. We are just shooting for a single every time.

The interest you will receive will be between 0 and 15 percent. If the market is 0 or is negative for the year, you don't get any interest, but you don't lose anything either.

If the market performs, you will receive anywhere between 0-15% for the year!

Unfortunately, you won't be able to go to a cocktail party and talk about getting 26% interest (if you're lucky one year.) However, you will never have to go to that cocktail party and talk about how much you lost in the market.

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4. *The IUL can provide lifetime income.*

Once you turn on that income stream, you can receive that for the rest of your life tax-free.

This makes sure you will never run out of your supplement. It creates a situation where you'll essentially have a tax free "pension".

I roll CO's 457, POFF and 401(K) accounts all the time. With an IUL, you never lose, and you get your money tax-free.., take a look here.

And then I show them the illustration and get into the numbers there and show them the potential for their policy.

Now Lieutenant, the reason I picked \$650/month is because you are contributing \$600/month to your 457 and \$60/month to your life insurance.

This provides you a similar permanent death benefit and a tax-free income stream that will last the rest of your life.

This way it is no more money out of pocket. I am not here to make you retirement poor or insurance poor.

I'm here to help educate you on the financial products that are available to you and will work better for you and your family.

Then we want to answer any questions they may have so they understand exactly what we are proposing, and then we close the sale.

So Lieutenant, because this is life insurance policy, you will need to take a health exam (called a Paramed exam) to see if you are healthy enough for this program.

So the next step is to schedule your ParaMed exam... the nurse will come right out to the house to complete that for you, and you don't pay anything for that service.

Once that is complete and they verify your health, we will have another conversation to confirm the numbers we just went over.

But we will complete the application now and start the ball rolling.

And then I take the application.

Note that I never take a deposit check, or fill out the EFT form... I do that on delivery.

Congratulations. You just made the sale. It's typically a cake-walk from here on out.

