Handling Objections

during the Closing Process

Eternal BENEFIT .com

"BE A **HERO** TO YOUR FAMILY"

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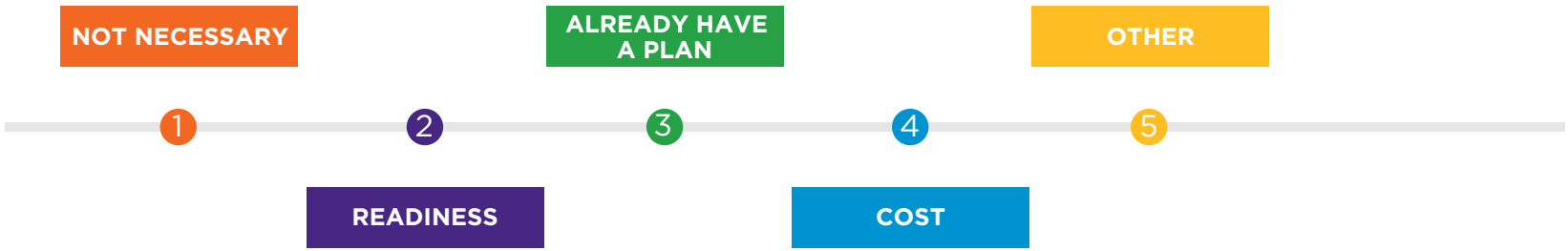
HANDLING OBJECTIONS

Thefollowingare the mostcommon objections agents encounter with consumers during the closing process and suggestions on how to overcome them. However, that doesn't mean a phone objection won't come up during the closing process and vice versa. The key is to be prepared for any objection at any time. What kind of objection do you hear most often or which one is the most difficult to overcome?

Click on a category to start strengthening your skills.



1 Not Necessary

I already have life insurance, and I don't want any more.

Great, this tells me that you are a planner by taking this important first step of protecting your family.
Why did you choose to purchase life insurance?

Many families have insurance in varying amounts that they plan to leave to surviving family members which is tax free. Unfortunately, medical and living expenses could consume these insurance proceeds. The families also choose to prefund their funeral as a way to save money because the funeral prices are guaranteed by the funeral home.

Our coverage is designed to conform to Medicaid and SSI requirements.

I'd be better off if I took the money and invested it myself.

You could do that.
Do you have a guarantee on the investment?

One of the key benefits of funeral and memorial planning is the fact that the funeral is guaranteed. This guarantees that you will never pay more for your guaranteed goods and services.

There's no guarantee that the market will react favorably and you'd still have to pay taxes on the money's interest income. All the while you're still gambling on keeping up with the increasing costs of funeral service.

When the time of need arrives, your family will still have to make all of the arrangements instead of making one phone call to us. They might even have to cash in some CD's or stock and take a loss.

If ill health or a nursing home is in your future, these assets may be exhausted to pay medical bills.

1 Not Necessary

My financial advisor told me not to do this.

It's great that you have planned ahead and have someone that can help you with financial investments.
What is your advisor's concern?
Tell me what type of guarantee is he/she providing on your investments?

Many financial advisors and attorneys encourage their clients to invest in funeral prearrangement. In fact, we often work together to cohost group presentations (Only say if this is used in your location). The value that is generally most important to financial advisors is the price guarantee that our funeral home gives to families on prearranging not to mention the emotional gift that loved ones feel when everything is taken care of.

NOTE: Invite them to an upcoming group presentation or event.

My children can take care of this.

You are right, they certainly could.
Have you discussed your final wishes with them?
If so, what have you talked about?

Your children will have plenty to do after your death – contacting your friends and other relatives, taking care of last minute details regarding the funeral and settling your estate. Our program eliminates the need for them to be subjected to the over 50 difficult decisions after a death occurs. They should be home with their families the morning after your death. Not sitting across the desk from me at the funeral home. With our plans everything is done; they just have to pick up the phone and call us.

Did you have to take care of the funeral arrangements for your parents?
How did it go? Was it difficult?
You would certainly want to avoid that for your children?
Do your children really know your wishes?

NOT NECESSARY

READINESS

ALREADY HAVE A PLAN

COST

OTHER

2 Readiness

We'll have to think about it and talk it over.

I can certainly understand why you would want to think about this very important topic.
What issues are most important that you need to talk over?
What value do you see in preplanning?
Is preplanning something you see yourself doing?
Let me recommend that we address your questions first, and then you can take whatever time you need to choose what's best for you.

I'll excuse myself and this will give you an opportunity to talk it over.
I'll step out and let you all talk.

NOTE: Once you have answered their questions/issues you might consider giving them some space to talk it over. Not too long because you don't want to give them time to get uncomfortable.

I have to talk to my family first.

Of course, this is something that you would want to talk to your family about.
Which members of your family would you like to talk to?

I encourage you to talk with your children about your plans. What most families find is the children don't want to think about their parents' funerals. In fact, they are relieved when the parents plan ahead.

Planning ahead is one of the most loving and considerate things we can do for our children.

Doesn't it make sense to plan ahead?
To write down your desires so your children can honor your wishes and do what you want?
In the end, it is your decision.

2 Readiness

I don't know whether I want to be buried here or sent back to my hometown.

This is a difficult decision not only for you, but also for most people.

If something were to happen to you tomorrow or someone else had to make the decision for you, what would you hope they decided?

I can't decide what I want.

That's exactly what many people tell me because this is a subject that most people don't like to think about.

What are your family traditions?

Would you like to follow those traditions or move away from them?

Let me show you your options and then maybe together we can make an informed decision. These decisions are actually easier now, when emotions are calm, than at the time of loss.

I'm not ready.

No, you aren't and neither am I.

What value do you see in planning ahead?

Honestly, taking the first step is generally the hardest. After that, I'm here to help make things as simple as possible. We have a complimentary Planning Guide that helps you organize your end of life decisions so that your loved ones don't have to. I can deliver one and answer any questions that you might have.

If they persist with not being ready:

Is preplanning something you see yourself doing at some point in the future?

When is a good time to call you back if I don't hear from you?

3

Already Have A Plan

I think we are just going to be cremated.

That's great that you have this decision made.

What led to your choice of cremation?

What would you like that day to look like?

Funeral and memorial planning applies to all types of services including cremation, and by planning ahead you can organize your affairs regardless of the memorial preference.

Cremation is becoming more and more popular with our families. I can help you determine the type of visitation and service you would like with your cremation.

4 Cost

I can't afford your plan.

You're not the first person to express this concern.
We will create a beautiful service for you, what budget are you working with?

That's exactly why you need to enroll in our program. If you'd have difficulty paying for your funeral expenses today, chances are you'd have difficulty after a lengthy illness. And if it were a sudden death, it might be financially devastating to your family. You wouldn't want to put them in that situation would you? Let me help you arrange a funeral and payment plan that will meet your budget requirements.

NOTE: If they cannot afford a "ten pay" plan, suggest a partial plan covering the service charge or the casket. But make sure they know they can add to the service at any time. And flag them in your CRM system to follow up.

We think it's a good idea and a fine plan. We only wish we could afford it.

That's great! I'm glad you like our program. So if we find a way to align the financial requirements with your budget, can we move ahead?

Let me suggest a few alternatives that may allow us to relieve you of this impending funeral burden, but still make sense financially.

NOTE: Use Ways to Pay to review all available options. If the longest term still doesn't fit their budget, suggest a partial plan to cover the service charge, casket, etc. and let them know that they can add on to the plan at any time.

If they bring up the negatives about funeral and memorial planning, those are the first objections you must handle. Money may not be the problem at all!

NOT NECESSARY

READINESS

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4 Cost

I'm afraid something might happen later, and I could not finish paying for it.

Your concern demonstrates an admirable level of responsibility.

What are you thinking could happen?

Funeral and memorial planning is extremely flexible. If your financial situation changes, for the better or worse, we can help you adjust your plan to fit your needs. At the worst, you will at least have some coverage to help offset your funeral costs.

It looks like a good plan, but I won't have the money to set it up for a month or two.

That's not a problem at all. Iam pleased that you like the plan.

It sounds like you may have some money in a CD or some other investment?

What we recommend is to make all of your selections and make sure all of your wishes are documented. We then suggest setting up a monthly payment plan so that you have coverage in place to protect you in case of a sudden death. When the money becomes available, you can convert to a paid-up policy by using the payment plan conversion option.

I have my money in CD's.

It's great that you have your money invested.

It shows that you think ahead.

Have you discussed any of your final wishes with your loved ones?

If so, what did you discuss?

What we recommend is to make all of your selections and make sure all of your wishes are documented. We then suggest setting up a monthly payment plan so that you have coverage in place to protect you in case of a sudden death. When the money becomes available, you can convert to a paid-up policy by using the payment plan conversion option.

4 Cost

This seems like a lot of money for a funeral.

Others have told me the same thing.

Have you had to make the arrangements for a loved one?

When was that?

What did you think the funeral cost would be?

The national average cost of a funeral is about $8500 today (with vault per *http://www.nfda.org/news/statistics*) and tends to double every 10 years. That's the reason most people like to take advantage of our program and guarantee their funeral costs. Can you imagine what your funeral will cost 20 years from now? We can work with you to select a funeral that will fit your budget.

If I choose a payment plan, will I pay more than the funeral costs today?

Yes, that's true.

Have you purchased a car over several years?

Anytime you purchase on a time payment you will typically pay more than the original price. Paying for a funeral is similar to buying a car. If you make payments to buy a $20,000 car, over six years you may pay close to $30,000. However, a car is worth less after you've paid it off, but your Forethought Life Insurance coverage will not lose value and will cover your funeral giving you and your family peace of mind.

You are protected so that your funeral costs will be covered if you die before the end of the 10 years. (Full coverage may not be applicable until after year two depending on payment plan and ability to answer heath questions.)

5 Other

We may be moving soon.

That's exciting!
Where will you be going?
Will you be moving to be closer to your family or nicer weather?

Your plan is transferable to any funeral home within our nationwide network. All you need to do is notify the new funeral home of your plan, so they can review it and compare their prices to those at our funeral home. In many cases, the successor funeral home agrees to accept all terms and previously selected goods and services.

Wouldn't it be nice know you can take care of everything today, knowing that your plans could move with you? If you do eventually move, contact the funeral home and we can assist with the transfer process.

My family normally uses a different funeral home.

I'm sure your family has found that funeral home to be very thorough and professional.
What do you like most about the services of that funeral home?
What brought you here today?

Most funeral homes offer about the same basics, however, we think the most important consideration is meeting the needs of our families. One of the things that we do differently is...

We encourage you to shop around and give our funeral home some consideration before you make your final decision.

Note: Be able to list at least three things your funeral home does differently than other firms in your area.

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