GOLDENCARE USA

LTCi e-Seminar Conference Series

Closing and Answering Objections

GOLDENCARE REWARDS

THIS EVENT IS WORTH 50 REWARD POINTS!*

*SOME RESTRICTIONS MAY APPLY
VISIT WWW.GOLDENCAREREWARDS.COM FOR DETAILS
LIMIT 1 REWARD CODE PER UNIQUE TRAINING EVENT

GREAT NEWS!

Everyone who attends this webinar receives AT LEAST

50 Reward Points!*

PLUS… one lucky attendee earns

500 Reward Points!

**** Limit 1 Reward Code Per Agent Per Unique Training Topic.***

Welcome! If you can see this screen, dial in to 866-299-7945, then 8754# and you're all set!

GOLDENCARE USA

Closing & Answering Objections

Mark Randall

How to Start the Process!

Insurance company decision!
and
Your working period of time

6-8 weeks

Application and Deposit

Policy delivery
Policy changes
Decision time

The working period

- **Time to think and Make a good decision**
- **Read brochure and outline of coverage**
- **Research long term care**
- **Discuss with children**

At This Point…

- If you warmed the prospect up perfectly…
- If you have given a perfect presentation…
- If you designed a perfect set of recommendations…
- The best thing you can hope for?

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An Objection!

- Never forget that this is what we are paid to do!
- The minute a product reaches a point where the prospect will not object…
- Industry will find alternative methods to marketing!

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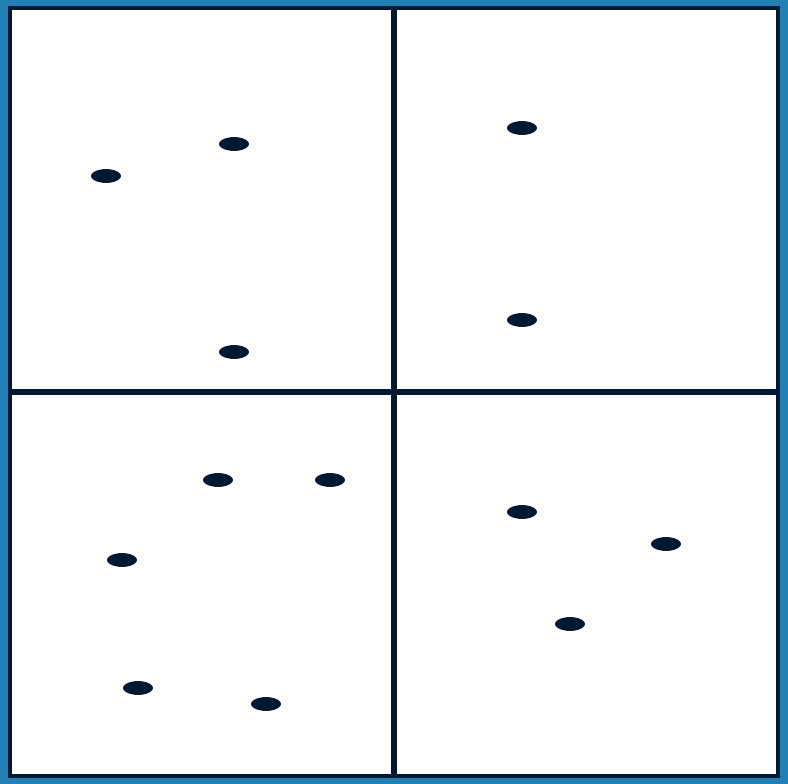
The Quandrant Formula



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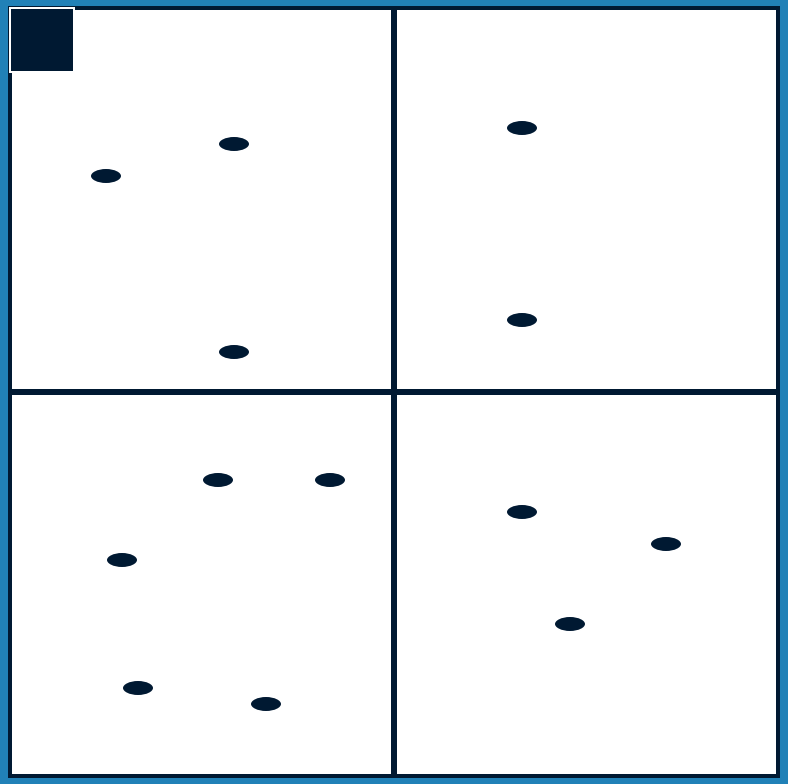
The Quandrant Formula

HGL's – 1 x



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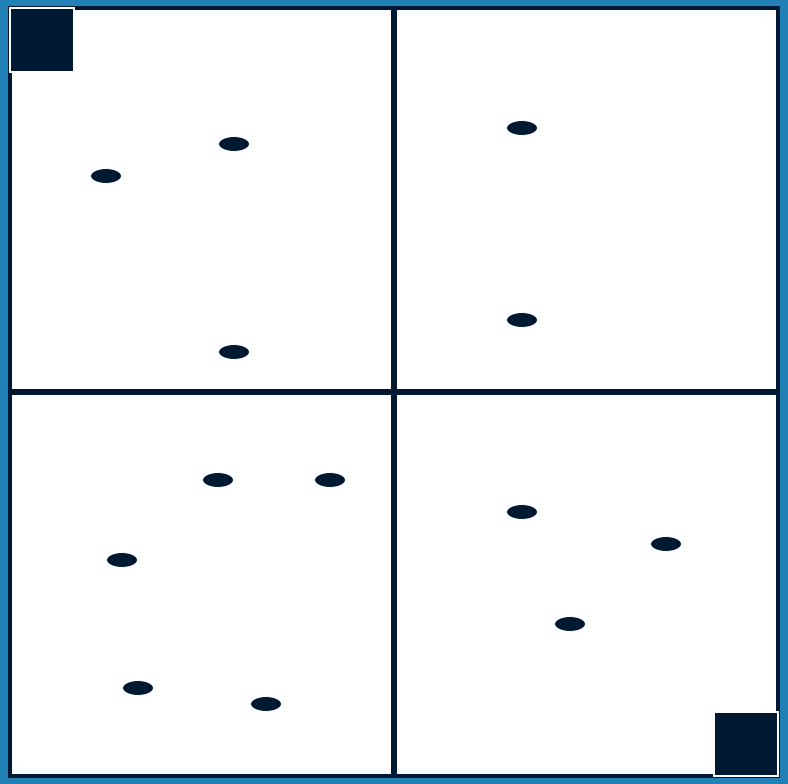

Pure Analytical
8 x's

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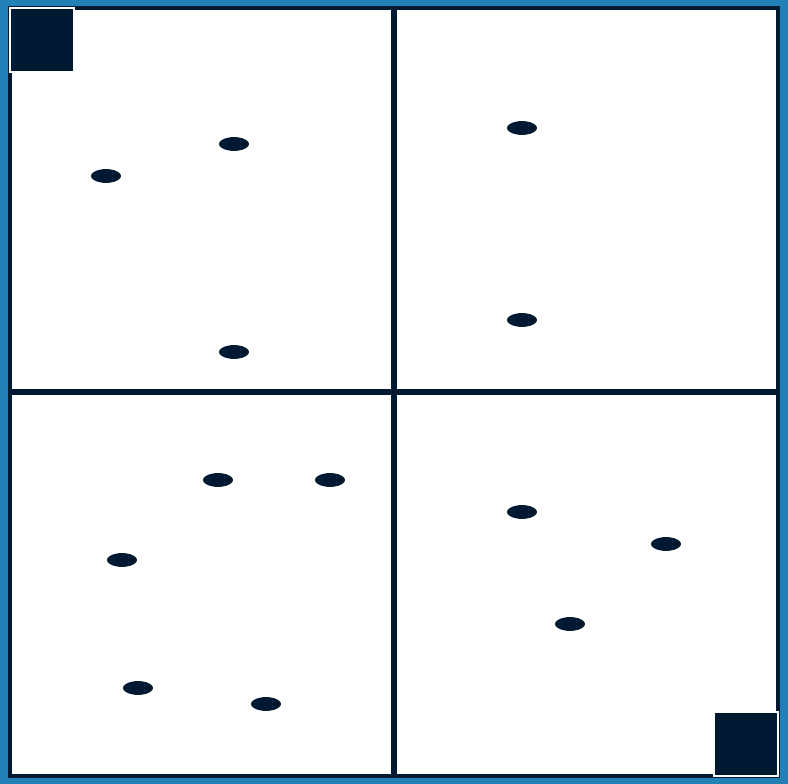
The Quandrant Formula

HGL's – 1 x



Pure Analytical
8 x's

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The Quandrant Formula

- Almost a “physical clicker” in your clients mind
- Try your own research here
- But remember – you don’t know how many a prospect needs!

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An Example:

- Agent closing prospect
- Prospect is 4 close…
- Agent doesn't know how many closes prospect will take…

Which option looks best to you?

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The “Point Of Close”

- Prospect is not a “Happy Camper”

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The “Point Of Close”

- Prospect is not a “Happy Camper”
- Up until this point, having a pretty good day

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The “Point Of Close”

- Prospect is not a “Happy Camper”
- Up until this point, having a pretty good day
- Now being forced to make a decision

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The “Point Of Close”

- Prospect is not a “Happy Camper”
- Up until this point, having a pretty good day
- Now being forced to make a decision
- Only have one thought on their mind….

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Prospect

"How can I get this agent to leave without costing me any money?"

Remember – they've been around the block!

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I Need To Think It Over

- Always remember – the first objection is a “smoke objection”
- Has no bearing on the buying decision
- Simply stalling decision

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Best Answer?

- Need
- Like
- Afford

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CIA Formula

The four reasons a client won't buy a product:

- Don't think they need it
- They don't like it
- They can't afford it
- They're in no hurry to purchase it

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CIA Formula:
Classify – Isolate - Answer

- Need
- Like
- Afford

Isolate Objection (or) Clicker Goes!

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Prospect's Not Quitting?

- "Well, it is pretty expensive!"

Second Click!

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Prospect's Not Quitting?

- "Well, it is pretty expensive!"
- "I need to talk with my children about this"

Third Click!

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Prospect's Not Quitting?

- "Well, it is pretty expensive!"
- "I need to talk with my children about this"
- "Well, I really need to think it over!"

The agent doesn't want to offend!

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Prospect's Not Quitting?

- "Well, it is pretty expensive!"
- "I need to talk with my children about this"
- "Well, I really need to think it over!"

The agent quits!

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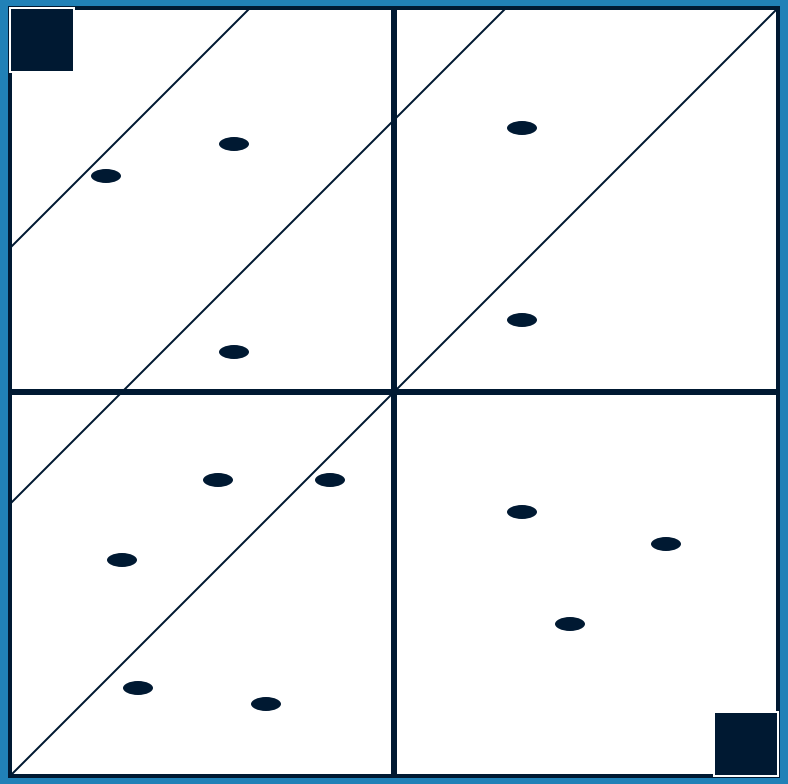
The Quandrant Formula

HGL's – 1 x



Pure Analytical
8 x's

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“I Can’t Afford It”

- Compare premium to cost of care
- Find premium for prospect
  - ✓Golden Egg Close
  - ✓Annuity Close

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“I Need To Think It Over”

- First, use “Need, Like & Afford”
- Use “working period” of time
- Experience answer
- A quick fix!

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“I need to talk to…”

- My financial planner…
- My P&C agent…
- My children….

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“I Like To Shop Around”

- If running into this a lot, cover on closing slide.
- Otherwise….

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“I Need To Pray”

- Join them

  (or)

- Go to car to give them time

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Points To Remember

- Used to be that Master salespeople would close 9x's!
  - ✓ Just in case one "dup's"
  - ✓ And the clicker doesn't go
- Now the objective is to not have any objections!

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What's New?

Critical Care

Tougher underwriting means more declines and uninsurable prospects. Don't walk away. Turn your declines into gold with Critical Care – the best alternative to LTCi available

- It should pay more claims then a LTCi policy!
- Issuing 98% of LTCi declines
- 5 Question application – 3 day average issue time
- Easy to explain – easy to sell

If you're in LTCi – You need Critical Care

800-842-7799

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Opportunity for LTCi Declines:

Circled LTCi declines (in red) are acceptable with Critical Care

Section D — HEALTH INSURABILITY QUESTIONS

If you answer "Yes" to any of the questions in this Section D, we are unable to accept this application or offer you Long-Term Care Insurance. Do not continue.

	Applicant A Yes	Applicant A No	Applicant B Yes	Applicant B No
1 Do you currently use any of the following: • wheelchair • walker • nebulizer • electric scooter • quad cane • oxygen	○	○	☐	☐
2 Within the past 6 months have you been confined to, or been advised to have, any of the following: • residential care, assisted living or adult day care facility services • nursing home or home health care services • physical, occupational or speech therapy	○	○	☐	☐
3 Do you require the assistance or supervision of another person or a device of any kind for any of the following: • bathing • toileting • dressing • eating • medication management • getting in and out of a chair or bed • your inability to control your bowel or bladder	○	○	☐	☐
4 Have you ever had, been diagnosed as having, or received medical advice or medical care from a physician or health care provider for any of the following:	○	○	☐	☐

4 — • Alzheimer's Disease • Amyotrophic Lateral Sclerosis (ALS) • Chronic Hepatitis • Dementia • Huntington's Chorea • Cirrhosis • Memory Loss • Kidney Failure or received Dialysis • Myasthenia Gravis • Mental Retardation • Parkinson's Disease • Paralysis • Schizophrenia • Multiple Sclerosis • Scleroderma • Psychosis • Muscular Dystrophy • Systemic Lupus • Organ Transplant

• Ministroke or Transient Ischemic Attack (TIA) in the past year, single episode stroke in the past 2 years, two or more strokes or TIAs, or you have not fully recovered or continue to have weakness, decreased sensation or loss of function from a stroke or TIA

NOTE:
TIAs or Strokes are acceptable but will be limited to the Cancer Care Plus Policy

APPLICATION: United Of Omaha for Nebraska

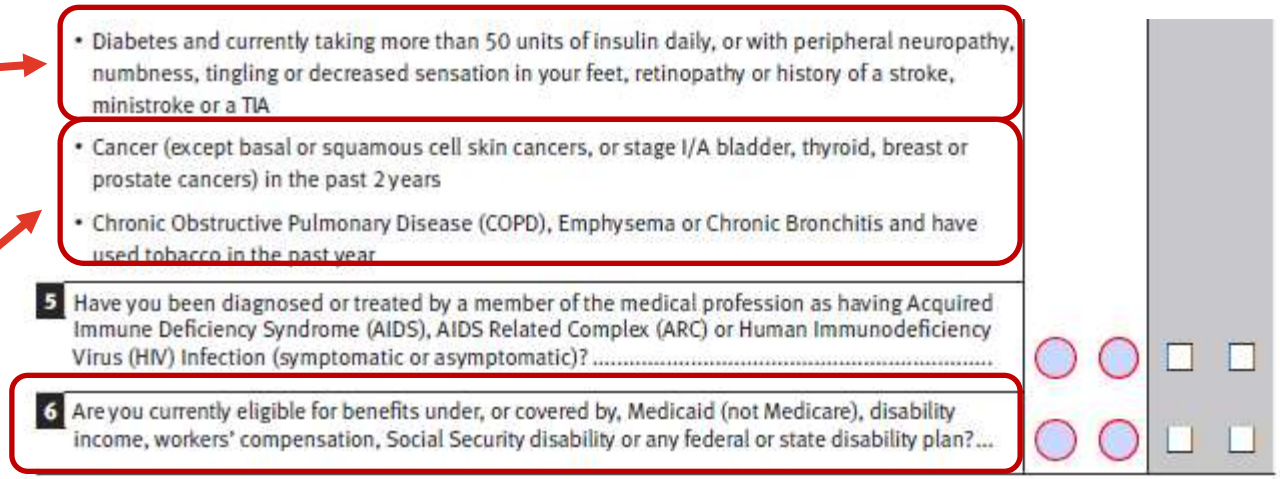
Opportunity for LTCi Declines:

Circled LTCi declines (in red) are acceptable with Critical Care

Diabetes with +50 units of Insulin is acceptable but will be limited to the Cancer Care Plus Policy

Cancers are fine but are limited to the Cardiac Care Plus Policy.

Being on ANY form of Disability is acceptable



APPLICATION: United Of Omaha for Nebraska

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Directly from United of Omaha's Underwriting Guide

Field Declines for LTCi but not for "Critical Care"

- Amputation due to disease
- Arrhythmia
- Asperser's Syndrome
- Bell's Palsy
- Buerger's Disease
- Any Cancer < 2 years
- Narcotic Use
- Anorexia
- RA with more than 10mg of Prednisone
- Atrial Fibulation with History of Stroke or TIA
- Blindness, not adapted
- Prostate Cancer, Stage IV
- Charcot Marie Tooth
- Compression Fractures

Continued:
Field Declines for LTCi but not for “Critical Care”

COPD

Epstein Barr

Hydrocephalus

Pick’s Disease

Polyneuropathy

Sjogren’s

Multiple Strokes or TIA’s

Crest Syndrome

Hemophilia

Neuropathy

Quadriplegia

Spina Bifida

Systemic Lupus

State Approvals

- Alabama
- Arkansas
- Arizona
- Delaware
- Idaho
- Illinois
- Kentucky
- Louisiana
- Kansas
- Maryland
- Michigan
- Montana
- Nebraska
- Nevada
- New Jersey
- New Mexico
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Oregon
- South Carolina
- South Dakota
- Tennessee
- Texas
- Wisconsin

THANK YOU FOR ATTENDING!

GoldenCare USA ~ 800-842-7799

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