Policy Review

Mr./Ms. [Name], it's really a pleasure speaking with you today.

Before we get started, I want you to know — my goal is simple: to make sure your family is protected the way you think they are."

"Today, I'm going to offer you a completely free service called a Policy Review.

And honestly — it's one of the most important things I do for families."

"Can I ask you a quick question before we dive in?"

→ "Have you ever known someone — a friend or family member — who thought they had life insurance, but when they passed away, the family found out the policy didn't pay like they expected?"

(Wait for response)

- If YES:

  "Oh my goodness. I'm so sorry to hear that. What happened exactly, if you don't mind me asking?"

  (***Let them talk — share the emotion. Relate to their story naturally***.)

- If NO:

  "Honestly, it's more common than people realize, and it's heartbreaking. Families are left without the protection they thought they had."

[***Positioning Your Service & Creating Urgency***]

"That's exactly why I do these policy reviews.

In fact, industry studies show 7 out of 10 people do not have the insurance they thought they had — either it's expired, it changed, or it has fine print they never knew about."

"I represent some of the top-rated life insurance programs available today — so if we find anything that's not in your best interest, we'll know exactly how to fix it.

And if what you have is great — we'll simply confirm that, and you'll have peace of mind."

[Set Up 3-Way Call Simply and Confidently]

"Here's how it works:

We're going to get your current insurance company on the line together, with you and me.

You'll just verify your identity, and I'll ask them a few questions to make sure everything in your file is exactly what you think it is.

"Sound good?"

(Wait for verbal agreement)

"If you need another copy of your policy for your records, we'll request that too — totally free."

[**3-Way Call to Insurance Carrier**]

(You: Keep it calm, professional, and in control.)

"Hi, my name is [Your Name]. I'm a licensed benefits coordinator working with one of your policyholders, Mr./Ms. [Client's Name], who is right here with me.

We just had a few quick questions to confirm details on their policy — would you be able to help us with that?"

(***Let customer verify their identity***)

(Once verified, control the call by saying*:)*

"Thank you! I'll just walk through a few questions here — I have a form I'm filling out for them."

Then ask:

- What type of policy is this? (Whole Life, Term, Universal Life?)
- What is the face amount — and will it ever change?
- When was this policy placed in force?
- Who is the owner, the insured, and the beneficiary?
- What's the current cash surrender value?
- Any loans? (If yes, original loan amount, current balance, interest rate?)
- If death occurred today (natural vs accidental), what would the payout be?
- What riders are included? (Any expiration dates?)
- What's the monthly premium? Will it ever increase?
- (If Universal Life):
    - What is the current cost of insurance? Will it rise over time?
    - Based on today's rate, how long will this policy stay in force?
    - Request an illustration showing future projections.

Finally:

"Do they have any other active policies with you?"

Wrap up politely:

"Thanks so much for your time! That's everything we needed today. Have a great day."

(***Hang up with insurance company — keep client on the line***)

[**Discuss Findings With Client - Stay Positive But Honest**]

"So [Mr./Ms. Client's Last Name], based on what we just learned — is this exactly what you thought you had?"

(*Let them respond. Listen carefully*.)

- If everything is fine: "That's great! You're in really good shape. Let's make sure we keep it that way."

- If concerns exist: “You know, we uncovered a few things today that could leave you vulnerable down the line. The good news is — you’re in the right place, and we have some much better options we can look at.”

[***Smooth Transition to New Coverage Offer***]

“Now, in order for me to see exactly what your health qualifies you for, I’ll just need to ask a few basic health questions — and we’ll find out if you can qualify for one of the programs I represent.”

“I have your date of birth as [DOB] — is that correct?”

(Move into health questions and start application process if appropriate.)