

HOW TO KEEP POLICIES ON THE BOOKS!

Persistency = Keeping Money in Your Pocket

A policy that stays is a policy that pays!!!

Thanks Chimera Nicole!!!

1. Make sure you are developing the need properly - paint the picture of what life is like without the other person and the expenses that follow.
2. After the close, clearly set the expectation of the timeline of what will happen next. Make sure to mention DRAFT at least twice.
3. Before leaving, tell the client if they ever have ANY questions or concerns about their policy, they should call you and that you return all calls within 24 hours. Stress that you are their point of contact moving forward. Ask if they have any questions or concerns that you can address then and there. If they have no questions or concerns, confirm once more that they are comfortable with the price of the plan.
4. Also before leaving, tell the client when they die, you will be there for their family to make sure that the family gets paid fast, and that you will support the family in any way that you can.
5. Mail them a signed note thanking them for allowing you to serve their family and you'd be honored to serve anyone else they know in a similar situation.
6. Call the client when they are approved to congratulate them and remind them of their draft date. Let them know you are here to help anyway possible (again bring up the potential referral).
7. Call the client two weeks after their approval to confirm they received their policy. If they did not receive it, have the carrier send a duplicate. Also, if their draft date still has not passed, remind them once more of the upcoming draft.
8. Pick up the phone when the client calls. They aren't always calling to cancel. Save your client's phone numbers in your phone so you know it is them when they call.
9. If they do call to cancel, be cool and calm. Say "No problem, I just need to get a quick form signed for the company withdrawing coverage, it takes about 5 minutes."
10. At least twice a month run reports on pending lapses and reach out to the clients whose policies are in danger of lapsing.