

COMMON OBJECTIONS TO HANDLE

#1

Client:

How much is this going to cost? Can you give me the prices over the phone?

Agent:

That is a great question. The reason I wanted to swing by and see you is so I can see what specifically you're interested in, and what you qualify for. We have plans that start at \$30 bucks a month, but it depends on what you are trying to accomplish. You definitely don't want to pay for something that you don't need, but at the same time I want to make sure you get exactly what you want. No matter what I can find the best priced company and make it fit your budget. Which day would you be around, Thursday or Friday?

#2

Client:

I can't do anything right now. I don't have money right now. I just got laid off.

Agent:

Hey, no problem John. My job is to simply see what you qualify for, and find you the best pricing. We have plans that start at \$30 a month but you don't have to spend any money right now. That is not what this is about. I can get you that piece of mind to know what it will cost, whether it is something you want to do in the near future or somewhere down the line. I am only going to be in town Tuesday and Wednesday, and definitely need to get you this information. Which day would be better for you?

#3

Client:

Why do you have to come to the house? How long will this take? Can we just do this over the phone?

Agent:

Let me explain how we do this. My job as a field underwriter is to verify your information, make sure you are not on a respirator or anything, lol. From there I can show you the best priced plans you qualify for. If you see something you like, we'll have the insurance company send you a written

offer of coverage. My part takes 10-15 minutes depending on if you have questions. Which day would be better for you, Thursday or Friday?

#4

Client:

Can you call me back another time? I am not sure what my schedule is that day. I am going to be really busy the next few days and can't commit to anything right now. I don't have my work schedule yet.

Agent:

Sounds like you and I are both experts on being busy. My days get filled up quickly and I don't want to miss getting to see you while I am out that way. Why don't we just tentatively put something on the calendar now, and you can call me back if your schedule changes. How's Thursday at 10:15 sound or would you like to meet sooner?

#5

Client:

Can you call me back next week?

Agent:

Sure John, I'd be glad to. I am going to put that in my schedule book here. What day would be best to call you back? Ok great. We can try to find a 15 minute window somewhere in your day where I can drop by to bring you some information on the benefits you're eligible for now.

#6

Client:

I am meeting with a Farmers agent on Monday. They already take care of our house and car...

Agent:

Fantastic. Our company is responsible for the mortgage protection plans in this area. Farmers, Allstate... they are great for car insurance and home owners insurance, but don't have these particular plans. I can explain it better when I am out that way. How does Tuesday at 10:15 sound or would you prefer something sooner?

#7

Client:

I think I am going to just buy a policy online.

Agent: John, I can understand the convenience of that. Our policies are just as competitively priced as what you would find online...potentially even lower because as an underwriter I can qualify for you for the best possible prices on the market. If you decide to apply you can be confident that the prices are accurate and there won't be any surprise fees or costs down the road. And remember, there is no obligation to do anything so you can at least learn a bit more about it and get some pricing to compare with. How does Tuesday at 10:15 sound or would you prefer something sooner?

#8

Client:

I want to compare with some other agents first.

Agent: Great. I think that is one of the best things that you could do. Before I go... tell me, what is it specifically that is stopping you from wanting to see the prices I can find you?

#9

Client:

I have already met with an agent.

Agent:

Fantastic. I'm not sure who that agent was. I'm responsible for the mortgage protection policies in XYZ County. Hopefully you got something good but it would probably be a good idea to take a look at it to make sure everything is correct. I can swing by Thursday or Friday for 10 minutes, which day would be better?

#10A

Client:

I already got it.

Agent:

Our records show that we never added the coverage for you. Did the plan come with your loan paperwork or separate?

Client:

They say separate from an agent:

Agent: Go to #9

#10B

Client:

They say they got it with loan paperwork:

Agent:

I see. That is your PMI insurance or Private Mortgage Insurance. Lenders require this in many circumstances. With PMI insurance if you default on the loan or if you die, the bank is protected but your family doesn't get anything. Plus if something happens to you, not only does your family NOT get anything but they still owe the money for the house. With our Mortgage Protection Insurance Program, if something happens to you, your family gets the money to pay off the house. Plus there are living cash benefits in case you get sick or hurt. Which day is better for you Monday or Tuesday?

#10C

Client:

I already got it.

Agent:

How long ago did you get the plan? Is it the old kind or new kind? We have added some new carriers this past month that have better benefits and lower pricing. We should definitely compare. If we can find you something 10, 20, 50 dollars less a month that would be a great! Which day is better for you Sunday or Monday?

#11

Client:

I already have a life insurance policy.

Agent:

That's great. Most of our clients already have life insurance in place. The mortgage insurance is not intended to replace your life insurance; it's designed to complement your regular life insurance. In addition to the death benefit that covers the loan amount there is also "Living Benefits." So say if you got cancer, had a heart attack or a stroke, you would get a large cash payment. Or if you get sick or hurt your payments are made. I can show you the best options and policies out there and also find the lowest prices for you. Only about 10% of people with life insurance have enough to cover all their debts. It's worth spending a few minutes to really make sure your family will be safe.

#12

Client:

We are still thinking this over.

Agent:

Great. I can appreciate that, making a logical decision is important. My job is to simply see what you qualify for, and find you the best pricing. We have plans that start at \$30 bucks a month but you don't have to spend any money right now. That is not what this is about. I can get you that piece of mind to know what it will cost, whether it is something you want to do in the near future or somewhere down the line. I am only going to be in town Tuesday and Wednesday, and definitely want to get your this information. Which day would be better for you Sunday or Monday?

#13

Client:

I'm not interested.

Note:

This is a common objection but it is not necessarily their real objection. I always ask them a question next to try and weed out their true objection then handle it using #1-#12. When I respond with a question, they will normally respond with their real objection, which I can then handle. They will tell you that they already have a policy, a time conflict, whatever. We need to identify their true objection and attempt to handle it.

Agent:

I understand. Now is it that you no longer have the mortgage?