CFT Pre-Panel Checklist

Scripts :

- Field Training
- Business Opportunity Meeting
- 3 Good Qualities
- Prospecting Script

Recruiting Interview:

- Future of Financial Services
- 2 Minute Story
- Crusade Presentation
- Free, Future, Now Close
- 3 Guarentees Close
- 3 Problems We Are Solving

Notes:

Field Training:

- 3 Sets of Eyes
- 3 Ways Money Grows
- 5 Homes of Money
- FLS

Illustrations:

- IUL Breakdown
- Living Benefits
- Hypothetical Returns
- Guarenteed Illustration
- Cost of Insurance

Notes:

Prospecting Scripts:

4 Questions

Start with a compliment

What do you do?

How long have you been doing that?

Is that what you see yourself doing for the next 10-15 years?

So you do keep your business options open, right?

Since you keep your business options open, let's keep in touch. What's a good number to reach you? Our company is expanding, and you have a great personality. I can't promise you anything, but we'll talk.

FORM

Family

Occupation

Recreation

Message*
Tell them what you do and get their number.

Objections:

What is PHP?

PHP is a financial services company. We show people how to make and save money. Who doesn't need to make more money right? I really can't promise anything but what's the best number to reach you?

Is it sales? Does it involve selling?

Do you like sales? Great, let's talk about it. What's the best number to reach you?

What do you do?

We show people how to make and save money. It's in the financial services industry, which is one of the highest paying industries out there. So what's the best number to reach you? (Prospecting)

Have you heard of companies such as American National, Foresters, North American, or National Life Group? We do marketing for those companies as well as many others, but we're very picky about who we work with. What's better for you, today or tomorrow? (Phone call)

Is this like _____ company?

Do you like _____ company?

- (Yes) We have some similarities. What's the best number to reach you?
- (No) Great! What's the best number to reach you?

Is it one of those things?

What do you mean? If it was, I wouldn't be a part of it. What's the best number to reach you?

I don't have time.

Great, we love busy people, busy people get things done. What's a good number to reach you?

I have a friend who tried it and it didn't work out.

That's normal. You wouldn't quit school because your friend dropped out, would you? The same goes for business. Do you know anybody who tried to make it in real estate or to become a doctor or lawyer and quit? That doesn't mean real estate or school doesn't work, does it? So what's the best number to reach you?

If they keep asking questions on the phone:

_____, I have to be very honest with you, odds are we won't work together but _(trainee)_ spoke highly of you that I wanted to set up a time for us to get together. With that being said, what's your schedule look like later on today or tomorrow?

FT Script for Downline:

Hi _____, you don't know me but I was given your name and number by _(trainee)_. You know _(trainee)_, right?

Great! I'm calling to let you know that _(trainee)_ recently started with our company and needs your help.

They're currently in a training program that includes classroom training, getting their license, and ten hands on field training appointments. Their goal is to get their 10 training appointments done within the next week and they told me they really value your opinion and was hoping you would help them out by being one of their training appointments. Will you be able to help them out?

Great! So what's better for you? Wednesday at 6 or Thursday at 7?

What's it about
It's about 30 to 45 minutes, _(trainee)_ and I will be stopping by to tell you more about what we do for families. You don't have to buy anything but if you're impressed, maybe in the future you could send _(trainee)_ referrals. If nothing else, _(trainee)_ gets their training out of the way. What's better for you? Wednesday at 6 or Thursday at 7?

Invite to BOM Script for Downline:

Hi _____, this is Tania, you don't know me but I was given your name and number by _(trainee)_.

I'm calling because _(trainee)_ recently took a position with a company that he's really excited about. He's thinking about possibly making a career change and told me he wanted to get your opinion.

It's in the financial services industry. He wants you to see what he's doing so in the future, you can give him referrals. He's new so he can't explain much and wants you to hear it from an expert. You'll be able to help him out, won't you?

What's a better time for you, Tuesday evening or Saturday morning?

Let them know about the dress code

3 Good Qualities Script:

Hi _____, you don't know me but I was given your name and number by _(trainee)_. You know _(trainee)_, right?

Great! _(trainee)_ had a lot of good things to say about you. He told me you're

Ambitious
Hardworking
And that you have a great sense of humor.

Is all that true or just a myth?

Great so what kind of work do you do now?
How long have you been doing that?
Is that something you see yourself doing for the next 10 to 20 years?
So you do keep your business options open right?

Based on our conversation, here's what I'd like to do. I'd like to get together with you for about twenty to thirty minutes to tell you more about our company, you can tell me more about yourself, and if it all makes sense and there's a fit, maybe we can possibly do something together.

What does your schedule look like later today or tomorrow?

Send/tell them the address.

2 Minute Story:

1. BEFORE PHP:

I was raised by a single mother of 5. Of those 5, I was the second oldest but by the time I was 16, I was the oldest in the household struggling to balance the responsibility of being the older sister everyone depended on with the stress that came with junior year and college applications. I understood that in order for me to grow, it was necessary to put myself in a position where I could prioritize myself. That led me to move out at the age of 17 subleasing an apartment and working 3 jobs to afford it. At that point my obstacle was no longer the weight of being the oldest in a hispanic household, but the lack of time I had for myself working 3 jobs.

2. HOW I WAS INTRODUCED:

I strongly believed that my efforts would eventually catch up to me and that's when my older sister gave me a call asking me to go to a company event with her in Florida. At the time I told her she was crazy for thinking I could afford a break. But she told me everything was already paid for and it would mean a lot to her if I was in attendance. So I went and that event became a huge eye opener for me.

3. WHY PHP?

Throughout my life, I saw my sister lead in many aspects of her life but seeing her use her gift to grow a meaningful business that's impacting lower income communities really inspired me. The event also showed me that your work life doesn't have to be out of alignment with your faith. What I mean by that is, a lot of people tend to put on a filter when they go to work. In my case, as a physical therapy tech, my mentality was when I'm at work, I'm at work. When I'm home, that's my time to dream about goals, journal, really develop myself. But work was 40 hours of my week and the time I dedicated to building myself was maybe around 5 hours a week. I was full time, building someone else's dreams and part time fantasizing about mine. So going to that event, hearing speakers train on how to achieve your goals, the self discipline you need to implement, the changes to your thought patterns you'll need to make. It showed me that I don't need to separate work from growth. And here at PHP I can grow my identity as I grow my income.

4. CURRENT & WHAT'S NEXT:

So that's what made me get started with this company but fast forward 6 months later, I'm now a junior broker at the firm expanding my business with like-minded individuals that are dedicated to making an impact. I plan on building a platform big enough to initiate change in the community but in order to have influence you need the income.

3 Sets of Eyes:

Before getting started I want you to view this appointment from 3 sets of eyes.

The first is to keep in mind that this is training for _____, so any questions you may have, please don't hesitate to ask. Most people learn better through live interaction, not through online modules or reading some book. The more questions, the better for _____. Fair enough?

The second set of eyes is referrals. We're a referral based agency. We don't do cold calls, go door to door, or buy leads. So as we're going through tonight's presentation, if you come across any concepts or strategies that may benefit someone you know, love, or care about, think of that person as a referral for _____. Fair enough?

And last, right now _____ is expanding in the area. We work very similar to real estate because of that agent broker relationship. _____ has the ability to onboard part time agents here so if you know anyone that has either been looking for an opportunity to make part time income or a total career change, think of that person as a referral for _____. Fair enough?

RI/FT Video (see time stamps):

Transition #1:
2 min story → Future of financial services

So I know you're probably wondering what it is that we do. We're an FMO, a financial marketing organization. We market products on behalf of…

Transition #2:
Future of financial services → 3 problems we're solving

Anyone working with us believes in entrepreneurship. As entrepreneurs, no matter what product you sell or what services you offer, as entrepreneurs we get paid off the size of the problems you solve. Here at PHP we're solving 3 problems.

Transition #3:
3 problems → 3 ways money grows

No matter how much money you make, whether you're a millionaire or you're making minimum wage, there's only 3 ways your money will grow in America.

Transition #4:
3 ways money grows → 5 homes of money

If I could show you how an indexed universal life policy could benefit you and your family, would you be open to that? Now that you learned the 3 ways that money grows, most people want to know where they can actually allocate their money to experience the best growth. That's what we call the 5 homes of money.

Transition #5:
5 homes → Crusade

As insurance agents we believe in leaving behind generational wealth for our families. We also believe in full transparency so I'll be showing you how we get paid as life insurance agents.

Transition #6:
Crusade → Free, future, now

(their name), Can you see yourself doing this?

Yes → free, future, now
No → 3 guarantees

3 Guarantees:

I'm going to give you 3 guarantees. For one second, forget about the money. Let's just say you get started with the company, you come onboard with the platform fee of 199 today and in six months you walk away, it wasn't a good fit for you long term. I guarantee you this, you will learn a lot about money! You'll learn about the 3 ways money grows, the 5 homes of money, how infinite banking works, IULs, tax code 7702, inflation, and taxation. Now say you walk away from this opportunity in six months but you have a mastery of how money works, is that a good thing or a bad thing? Would you say that's worth a platform fee of 199? I think so too.

Second guarantee is this, you get started with the company and pay your platform fee of 199. You are going to introduce people you love and care about to national life group, AIG, Mutual of omaha. They're gonna say, "This makes sense; we need life insurance, a savings plan, a retirement vehicle, or college funding for our kids." They become a client and in 10, 20, 40, 80 years they'll pass away and when they pass away they'll pass down a death benefit claim to your brothers, sisters, cousins, nieces, nephews, now is that worth a platform fee of 199? I think so too.

The third guarantee is that if you come onboard with our company, you paid that platform fee of 199, and you walk away in six months. I guarantee you will be introduced to entrepreneurship. You'll learn a lot about money and finances but more importantly you'll learn about business. Now listen if you're saying, "i'm looking for an opportunity to increase my wealth and income," before you can increase those two, you have to increase your identity. How do you do so? By the books you read, the meetings you attend, and the people you surround yourself with. So if you're saying, "I'm open to increasing my wealth and my income," we will challenge you and push you to read more books and to increase your identity.

Now if you're okay with learning about money and finances while serving your community and increasing your identity and wealth, I don't see any reason not to move forward unless you do! What do you think?

FLS Video:

We can never recommend or guarantee anything to you without first knowing what's important to you. So we'll look at your goals, what's important to you, and your current situation to see what makes sense. Does that sound fair?
Explain FLS, read the 6 steps, and fill out their basic info

Transition #1: Goals
I'm gonna read you some financial goals and I want you to rate them on a scale from 1-10. 1 being it's not important to you, 10 being you need it now.

Transition #2: Retirement Plans
I see you have a __ for building retirement wealth. Do you currently have anything in place for retirement, such as a 401k, 403b, TSP, IRA?

Transition #3: College Funds
I noticed you put a __ for college funding for kids. Do you currently have anything in place for that?

Transition #4: Debt
When looking for insurance or building wealth, our largest debt is typically in our place of residence. Some people own, others rent. I wanna ask you, are you a homeowner or do you rent?

Transition #5: Expenses
Since we're already on the topic, we wanna see how much is coming out each month.

Transition #6: Emergency Funds
When it comes to emergency funds, people have their own savings philosophies. Whether it's a percentage of each paycheck or a certain amount they contribute per month, what would you say your savings philosophy is?

Transition #7: Income
Now that we know how much is coming out each month, we wanna know how much is actually coming in. After taxes, how much are you bringing home each month?

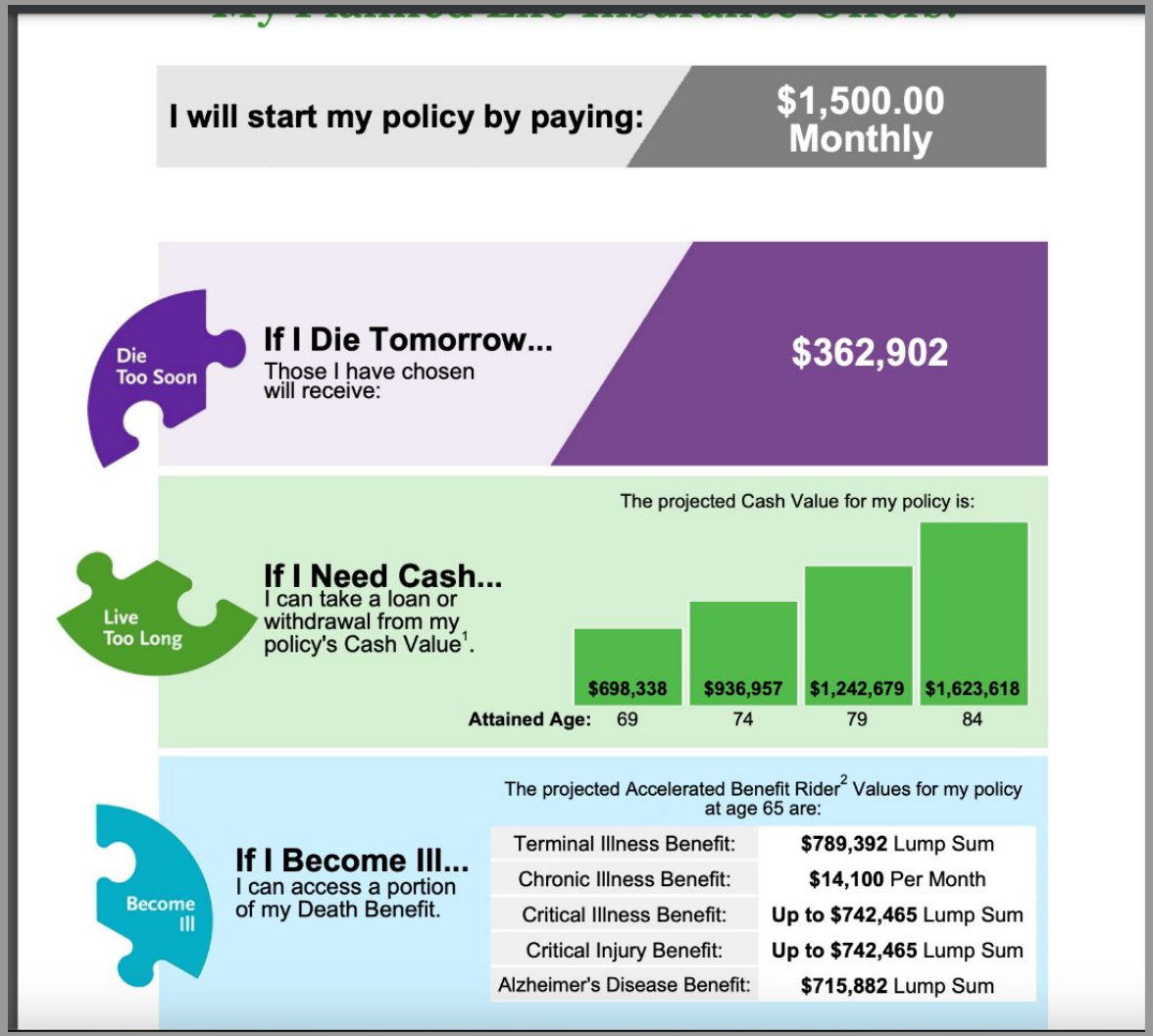
Transition #8: Protection
Do you currently have any personal life insurance outside of your job?

Transition #9: Illustration
If I could show you a way to __(their 3 goals)__ in between your max and min, is that something you'd be open to hearing more about?

Illustrations:

IUL Breakdown Video

Transition into reports:
If you have a couple of minutes I'd like to break down this policy more in depth for you. Most insurance agents actually don't show you this but I want to show you so that you understand how this policy works.



Highlight monthly premium.

Highlight DB.

Highlight accumulated values.

Living Benefits:

Terminal: 24 months or less

Chronic: Unable to perform 2/6 daily activities (bathing, continence, dressing, eating, toileting, and transferring)

Critical Illness: Heart attack, organ transplant, stroke, cancer, etc

Critical Injury: Severe burns, brain trauma injury, coma, etc

Indexed Strategies Disclosure (continued)

Hypothetical Returns by Strategy*

Year	S&P 500® Pt-to-Pt Growth Rate	S&P 500® Pt-to-Pt Cap Focus Cap: 9.25% Par: 105.00%	S&P 500® Pt-to-Pt Par Focus Cap: 6.50% Par: 140.00%	S&P 500® Pt-to-Pt 1% Floor Cap: 6.75% Par: 100.00%	Indexed Loan Account, S&P 500® Pt-to-Pt Cap Focus Cap: 9.25% Par: 105.00%
2003	26.38%	9.25%	6.50%	6.75%	9.25%
2004	8.99%	9.25%	6.50%	6.75%	9.25%
2005	3.00%	3.15%	4.20%	3.00%	3.15%
2006	13.62%	9.25%	6.50%	6.75%	9.25%
2007	3.53%	3.71%	4.94%	3.53%	3.71%
2008	-38.49%	0.00%	0.00%	1.00%	0.00%
2009	23.45%	9.25%	6.50%	6.75%	9.25%
2010	12.78%	9.25%	6.50%	6.75%	9.25%
2011	0.00%	0.00%	0.00%	1.00%	0.00%
2012	13.41%	9.25%	6.50%	6.75%	9.25%
2013	29.60%	9.25%	6.50%	6.75%	9.25%
2014	11.39%	9.25%	6.50%	6.75%	9.25%
2015	-0.73%	0.00%	0.00%	1.00%	0.00%
2016	9.54%	9.25%	6.50%	6.75%	9.25%
2017	19.42%	9.25%	6.50%	6.75%	9.25%
2018	-6.24%	0.00%	0.00%	1.00%	0.00%
2019	28.88%	9.25%	6.50%	6.75%	9.25%
2020	16.26%	9.25%	6.50%	6.75%	9.25%
2021	26.89%	9.25%	6.50%	6.75%	9.25%
2022	-19.44%	0.00%	0.00%	1.00%	0.00%
5 Year Avg	7.50%	5.45%	3.85%	4.41%	5.45%
10 Year Avg	10.40%	6.39%	4.51%	4.99%	6.39%
15 Year Avg	6.60%	6.08%	4.29%	4.80%	6.08%
20 Year Avg	7.60%	6.28%	4.64%	4.93%	6.28%

Hypothetical Returns:

Looking at the past 20 years,

Explain what each one means.

Compare.

Not only is the cap 9.25% with NLG but NLG also credits clients 0.15% more.

2008, our clients did not lose a dime.

Go over the averages.

The S&P500 does slightly outperform the indexing strategy but keep in mind you have a death benefit protection, in this case $_____, that includes living benefits so you're insured. Not only that but you have tax free access to your gains in this account. And your money is protected against losses in the market.

Guaranteed Illustrated Values

Policy Year	Age	Premium Outlay	Accumulated Value	Cash Surrender Value	Net Death Benefit
1	40	$18,000.00	$15,336	$7,263	$439,990
2	41	18,000.00	30,896	23,223	455,550
3	42	18,000.00	46,694	39,441	471,348
4	43	18,000.00	62,732	55,912	487,386
5	44	18,000.00	79,012	72,642	503,666
6	45	18,000.00	95,843	91,401	520,497
7	46	18,000.00	112,962	109,339	537,616
8	47	18,000.00	130,373	127,600	555,027
9	48	18,000.00	148,075	146,189	572,729
10	49	18,000.00	166,068	165,104	590,722
		$180,000.00			
11	50	0.00	167,253	167,253	591,907
12	51	0.00	168,389	168,389	593,043
13	52	0.00	169,465	169,465	594,119
14	53	0.00	170,473	170,473	595,127
15	54	0.00	171,401	171,401	596,055
16	55	0.00	172,237	172,237	596,891
17	56	0.00	172,965	172,965	597,619
18	57	0.00	173,569	173,569	598,223
19	58	0.00	174,031	174,031	598,685
20	59	0.00	174,325	174,325	598,979
		$180,000.00			
21	60	0.00	174,423	174,423	599,077
22	61	0.00	174,295	174,295	598,949
23	62	0.00	173,910	173,910	598,564
24	63	0.00	173,229	173,229	597,883
25	64	0.00	172,210	172,210	596,864
26	65	0.00	170,808	170,808	595,462
27	66	0.00	168,976	168,976	593,630
28	67	0.00	166,662	166,662	591,316

Now I'd like to go over the guaranteed illustrated values. As a life insurance agent, I have to show you the guarantees. Did anyone ever sit down with you to show you guaranteed rates when you signed up for your 401k or roth IRA?

Let's say you fund this policy for 10 years, after 10 years you stop making payments. Let's say the market goes down every single year. Now that has never happened in US history but let's just say. You can see here that your money continues to grow even though the market is down and you stopped making payments. Now we get to a point where the money starts going down. The reason for that is because the market kept going down every single year, the cost of insurance starts eating up the policy. But I can guarantee you that even if the market goes down every single year, this policy will last until year __. That being said, if the US market does bad year after year after year, the US is not the US anymore. You'd have to pack your bags and move to _____. But even if it does happen, I can guarantee you that this policy will last until ___.

Policy Charges and Other Expenses

Yewarner Wall
Female 40 Standard Non-Tobacco
State: Maryland

Face Amount: $424,654
Death Benefit Option: B (Increasing)
Initial Premium: $1,500.00 Monthly

FlexLife
Indexed Universal Life
Riders: ABR, CMG, DBPR, LIBR, OPR, SAR

		What You Pay	What We Deduct						What We Credit			What Your Policy Values Are			
Policy Year	Age	Premium Outlay	Premium Expense Charge	Cost of Insurance	Cost of Other Benefits	Policy Fee	Expense Charge	Accumulated Value Charge	Policy Charges	Interest Credit	Additional Bonus	Total Credits	Accumulated Value	Surrender Charge	Cash Surrender Value	Net Death Benefit
1	40	$18,000	$1,080	$88	$0	$72	$1,163	$31	$2,434	$536	$0	$536	$16,102	$8,073	$8,030	$440,756
2	41	18,000	1,080	114	0	72	1,163	90	2,519	1,567	0	1,567	33,151	7,673	25,477	457,805
3	42	18,000	1,080	130	0	72	1,163	153	2,599	2,659	0	2,659	51,211	7,253	43,958	475,865
4	43	18,000	1,080	173	0	72	1,163	220	2,708	3,815	0	3,815	70,318	6,820	63,498	494,972
5	44	18,000	1,080	210	0	72	1,163	291	2,816	5,038	0	5,038	90,540	6,370	84,170	515,194
		$90,000							**$13,076**			**$13,615**				
6	45	18,000	1,080	301	0	72	1,163	365	2,982	6,330	459	6,789	112,348	4,442	107,906	537,002
7	46	18,000	1,080	351	0	72	1,163	446	3,112	7,726	560	8,286	135,522	3,622	131,899	560,176
8	47	18,000	1,080	412	0	72	1,163	532	3,258	9,209	668	9,876	160,140	2,773	157,367	584,794
9	48	18,000	1,080	477	0	72	1,163	622	3,414	10,784	782	11,566	186,292	1,885	184,406	610,946
10	49	18,000	1,080	552	0	72	1,163	719	3,586	12,457	903	13,360	214,066	964	213,102	638,720
		$180,000							**$29,428**			**$63,492**				
11	50	0	0	625	0	72	0	790	1,488	13,692	993	14,685	227,263	0	227,263	651,917
12	51	0	0	703	0	72	0	839	1,614	14,535	1,054	15,589	241,238	0	241,238	665,892
13	52	0	0	776	0	72	0	891	1,738	15,428	1,119	16,546	256,046	0	256,046	680,700
14	53	0	0	853	0	72	0	945	1,870	16,374	1,187	17,561	271,737	0	271,737	696,391
15	54	0	0	929	0	72	0	1,003	2,004	17,377	1,260	18,637	288,370	0	288,370	713,024
		$180,000							**$38,142**			**$146,510**				
16	55	0	0	1,005	0	72	0	1,064	2,141	18,440	1,337	19,777	306,006	0	306,006	730,660

Benefits and values are not guaranteed. The assumptions on which they are based are subject to change by the insurer. The rates for the Percent of Premium Expense Charge, Monthly Cost of Insurance, Monthly Expense Charge, Monthly Policy Fee, Monthly Percent of Accumulated Value Charge, Rider Charge, Withdrawal Fee and Accumulated Value Enhancement, if any, are not guaranteed, will be determined by the Company and may change from time to time based on expectations of future anticipated or emerging experience. These changes may include, but are not limited to, the increase, reduction or elimination of the listed rates and amounts after a certain number of policy years. Future anticipated or emerging experience can include, but is not limited to, investment earnings, mortality, persistency, taxes and expenses which may affect these assumptions. Actual results may be more or less favorable. See page 21 for guaranteed values.

Last but not least, one of the most important parts of this policy is “what are the fees?” You may have seen a gentleman by the name of Dave Ramsey that says he doesn’t like permanent life insurance because the cost of insurance goes up every year. Now that is partially true, the cost of insurance does go up but what he doesn’t mention is how much you’re actually being credited.

Year 1
Year 10
Year 11
Year 60

If you decide you don’t want to be charged anymore, your family does not need the death benefit, you can change the death benefit option to level or decreasing, that way all your money can go towards wealth building.

Reports Final Close:

Do you have any questions for me?

Now that you've seen the policy charges, guaranteed values, and everything else, how much would you like to put in this vehicle to build wealth and ensure your family's future?