

SELLING DURING SOCIAL DISTANCING



Assumption Life

Agenda

- Prospecting
- Booking your time & planning appointments
- Hosting non face-to-face meetings
- Using Lia, Assumption Life's all-in-one sales tool
- Using e-signature programs
- Policy delivery
- Products and solutions



Is working remotely your new reality?

Now more than ever, consumers are looking for different ways to protect their families.

Ensuring your financial stability is always a wise approach, and purchasing life insurance is an important part of all financial plans.

But how can you get life insurance, while still cutting back on unnecessary social encounters?

Assumption Life can help.

We have the tools you need to help ease your transition to distance selling, allowing you to continue to do business efficiently!



Prospecting

Let them know you're open!

With so many businesses closing or reducing their hours of operation, it's important to let your clients and prospects know that you remain available to serve them remotely.

Don't assume they know!

Don't be afraid to ask for a shout-out, and encourage your community to support local businesses!



Prospecting Social Media

People are turning to social media to pass the time, making it a clear winner in your toolkit.

But what are your options?



Prospecting Social Media

INSTAGRAM

- 1 billion people use Instagram every month, and 500 million use it every day.
- 64% of these users are between the ages of 18 and 34 – the perfect audience for mortgage/term insurance!



Prospecting Social Media



LINKEDIN

- The perfect place to find prospects in the family market!
- The app is filled with professionals from many different industries, which makes it a great platform to share free tips and tricks to your followers.
- If your followers find your content valuable, you're one step closer to getting them on the phone!



Prospecting Social Media



FACEBOOK

- There are more than 19 million Facebook users in Canada, and with seniors being the fastest growing user group on the platform, it is the best social media option on which to market final expense solutions.
- Paid ads can be pricy, but you can still take advantage of your network of friends and family to share messages or ideas without cost.
- A simple, well thought-out post can easily gain traffic organically if your connections also share it!



Prospecting Social Media

ATTRACTING MILLENNIALS

- Millennials, typically people born between 1981 and 1996, are the least insured generation.
- They are unfazed by corporate communications and are very decisional when it comes to the content they choose to follow.
- Making instructional videos, creative posts or memes, that highlight the importance of insurance will increase your chances of capturing their attention.



Prospecting Revisit Past Leads

- ✓ Potential clients with whom you spoke too early in the buying process, or clients who were simply on the fence, may reconsider.
- ✓ Revisit clients who have recently had children, changed careers, or bought homes.
- ✓ Revisit client ages. For example, those approaching 70 years old, and in good health, should consider getting insurance before they face additional underwriting requirements.



Prospecting

Renewals and conversions

- ✓ Something that often is put on the back burner!
- ✓ Take advantage of your downtime to comb through your block of business, and check for any upcoming conversions and renewals.
- ✓ Look for clients who might not have enough coverage to protect their needs, and call to make sure they are safe and financially protected during this pandemic.



Prospecting Local Radio

One of the ways people are staying informed and keeping up with the news is by listening to their local talk/news radio stations.

Consider partnering with one in your area to offer advice, build awareness, and get prospects.

Audio recordings and/or interviews can easily be done by telephone.



Prospecting Mailouts

There is no better time to send mail out flyers.

With an increased demand for insurance, and social distancing in effect, this might be the best way to reach clients who don't use the internet.

During the next few months, send mailouts to advertise your ability to sell non-face to face. Using modern technology, create mailouts with stunning visuals to attract attention.



Booking & Planning Your Time

Tips & Tricks

- Use a scheduling program, like Calendly, to help plan your day
- Remember to book time for your own office work
- Be flexible – consider offering meetings outside normal business hours
- Set an agenda and share it ahead of time
- Request a copy of your clients' pieces of identification



Videoconferencing Programs

Program	Cost	Audio & Video Calling	Send Documents	Screen Sharing	URL
Facetime	Free	Yes	Yes	No	https://apple.com/facetime
Facebook Messenger	Free	Yes	Yes	No	https://www.messenger.com/
WhatsApp	Free	Yes	Yes	No	https://www.whatsapp.com/
Skype	Free	Yes	Yes	Yes	https://www.skype.com/en/get-skype/
GoToMeeting	14 day trial	Yes (up to 40 minutes)	Yes	Yes	https://free.gotomeeting.com/
Webex	Free	Yes	Yes	Yes	https://www.webex.com/
Zoom	Free	Yes (unlimited 1 on 1, 40 minute group meetings)	Yes	Yes	https://zoom.us/



Videoconferencing

Best Practices

- Get familiar with your videoconference tool ahead of time, practice with a friend or colleague.
- Make sure audio is good. A simple corded headset usually works best.
- How you sound matters twice as much as what you say. Speak with a smile, with energy and enthusiasm!
- Don't be afraid to use your webcam!



Processing Sales

Lia & Fetch

- ✓ Quote and submit business on the same user-friendly platform
- ✓ Use Fetch to retrieve the best simplified issue product based on your client's health profile
- ✓ Error-proof applications
- ✓ Online or offline
- ✓ Multiplatform
- ✓ Save to your device



Processing Sales

Lia & Fetch

Live Demo:

- Representative's Report
- Review & Submit



Processing Sales

E-Sign

- Use Lia's built-in e-sign process, or a program of your choice
- If using external program, remember the following requirements:
 - Must include date signed, and province where signed
 - Provide system validation such as audit report or history
 - Sign within the original form (no attachments)
- Up to 3 signers per application, use a unique email for each



Policy Delivery

- No originals required
- No delivery receipts



Products

100% of Assumption Life's individual insurance products are **available on Lia!**



These products include:

- ✓ Simplified issue whole life insurance (5 products)
- ✓ Simplified issue term insurance (2 products)
- ✓ Level and decreasing term life insurance
- ✓ Whole life insurance
- ✓ Participating whole life insurance (5 dividend options)
- ✓ Critical illness
- ✓ Disability insurance (rider)

All our products can be sold non face-to-face, and we have **no limits** or restrictions on coverage amounts, **up to \$4M**.



Products

Underwriting Guidelines

Our products are divided into 3 underwriting categories:

1. Simplified issue

2. Accelerated underwriting

3. Standard underwriting



Products

Accelerated Underwriting

- ✓ FlexTerm
 - ✓ FlexOptions
 - ✓ Essential Whole Life
 - ✓ ParPlus & ParPlus Junior
 - ✓ Youth Plus
 - ✓ Critical Protection
-

- Amounts below \$1,000,000 up to age 45
- Amounts below \$500,000 from ages 46 to 50
- Easily bundle CI and/or DI riders!



Products

Accelerated Underwriting

AGE	\$ 1,000 to 50,000	\$ 50,001 to 99,999	\$ 100,000 to 150,000	\$ 150,001 to 200,000	\$ 200,001 to 249,999	\$ 250,000 to 300,000	\$ 300,001 to 350,000	\$ 350,001 to 499,999	\$ 500,000 to 750,000	\$ 750,001 to 999,999
0 - 17	N	N	N	N	N	N	N	N	N	N
18 - 30	N	N	N	N	N	N	N	N	N	N
31 - 35	N	N	N	N	N	N	N	N	N	N
36 - 40	N	N	N	N	N	N	N	N	N	N
41 - 45	N	N	N	N	N	N	N	N	N	N
46 - 50	N	N	N	N	N	N	N	N	PM/BP	PM/BP
51 - 55	N	N	N	N	N	PM/U	PM/U	PM/BP	PM/BP/E	PM/BP/E
56 - 60	N	N	N	N	N	PM/BP	PM/BP	PM/BP/E	PM/BP/E	PM/BP/E
61 - 65	N	N	PM/BP	PM/BP	PM/BP	PM/BP	PM/BP/E	PM/BP/E	PM/BP/E	PM/BP/E
66 - 69	N	PM	PM/BP	PM/BP	PM/BP/E	PM/BP/E	PM/BP/E	PM/BP/E	PM/BP/E	PM/BP/E
70 - 75	PM/BP	PM/BP	PM/BP/E	PM/BP/E	PM/BP/E	PM/BP/E	PM/BP/E	PM/BP/E	PM/BP/E	PM/BP/E



Products

Accelerated Underwriting

Declaration of insurability	Answered NO to all questions	Answered YES and NO to questions
File Complete	Does not require any additional information	Requires additional info based on Declaration, MIB, etc.
Underwriting Requirements	N/A based on age, amount, Declaration, MIB, residency status, etc.	Requirements can be based on age, amount requested, info on Declaration or MIB, residency status, additional information, etc.
Underwriting Outcome	Most likely to be approved at standard rates	Could be approved at standard rates or with Exclusion or Rating, could also be declined or postponed
Time Frame*	48 hrs	72 hrs



Products

Simplified Issue Underwriting

- ✓ No Medical Whole Life Plus
 - ✓ No Medical Whole Life
 - ✓ No Medical Term Plus
 - ✓ No Medical Term
 - ✓ Golden Protection
 - ✓ Golden Protection Deferred
 - ✓ Total Protection
-

- Coverage amounts range from \$1,000 up to \$250,000
- Amounts up to \$250,000 up to age 70
- Amounts up to \$50,000 from ages 71 to 85



Products

Simplified Issue Underwriting

Declaration of insurability	Answered YES to one question or more	Answered NO to all questions	Answered NO to all questions
MIB Results	No MIB hit	No MIB hit	MIB hit
Underwriting Outcome	Client does not qualify/Cannot submit application	Could be approved by Risk Assessment without going to underwriting	Underwriter will review the file and either approve or decline
Time Frame*	N/A	24-48 hrs	24-72 hrs



Products

Simplified Issue

	NO MEDICAL PLUS	NO MEDICAL	GOLDEN PROTECTION	GOLDEN PROTECTION DEFERRED	TOTAL PROTECTION
Client health	♥♥♥♥♥	♥♥♥♥	♥♥♥♥	♥♥♥	♥
Maximum coverage	\$250,000	\$150,000	\$100,000	\$50,000	\$30,000 \$50,000
Number of questions	16	7	8	7	3 6
Immediate coverage	✓	✓	✓	X	X
Type of insurance	Whole Life or Term	Whole Life or Term	Whole Life	Whole Life	Whole Life
Price	\$	\$\$	\$\$\$	\$\$\$	\$\$\$\$



Products

Simplified Issue

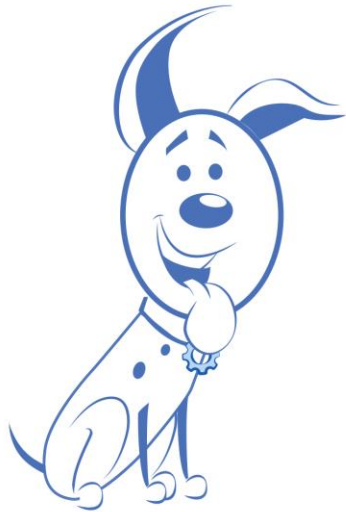
Our Simplified Issue products can also help you with several special risk cases such as:

- Declined in the past 2 years
- Diabetes
- DUI/Driving record
- Drug or alcohol abuse
- Depression/Anxiety
- MS/Parkinson's
- Height and weight restrictions
- High blood pressure
- High cholesterol
- Family health history



COVID-19... What to sell?

Simplified Issue products are an ideal solution to help reach and serve clients during the COVID-19 pandemic.



Use our Fetch tool, integrated in Lia, to determine the best Simplified Issue product based on your client's health profile.



Take away notes...

- ✓ Let them know you're open!
- ✓ Book your time
- ✓ Use your non face-to-face sales tools: Lia + e-Sign
- ✓ No delivery receipts

We can help!

All documents reviewed today will be emailed to you



Thank You!

