

Team One - New Member

Website: teamonecu.org

989-393-7587

(One number for loans and service)

communicationscenter@teamonecu.org

Email Template: **(Member Name)** is interested in **(Lending Product)** and can be reached at **(Telephone Number)**.

Preferred time: **(Time)**

Funding

- Must get account number. Otherwise, fund through OFI, debit, or credit
- Checking Account Structure: 3-6 digits base. If a 0 is in front of a 3 or 4 digit number that will not effect bill ing. For SR billing, the # must be 8 digits long. *Add 2 0's to the end, and enough 0's to the front to make it an 8 digit number. EX: 01234500, 00123400, 00012300.
- Savings Account Structure: 3-6 digits base. If a 0 is in front of a 3 or 4 digit number that will not affect billing. For SR billing, the # must be 8 digits long. *Add 2 0's to the end, and enough 0's to the front to make it an 8 digit number. EX: 01234500, 00123400, 00012300

Introduction

- Yourself
- Relationship Development Team
- On behalf of the Credit Union

We've started reaching out to our members to touch base; we're going to do this once or twice a year

The call is to make sure:

- Everything is running smooth
- Give you some updates about the credit union
- And let you know about the benefits available through your membership

Online Banking: We're encouraging our members to set up their online banking:

- Check balances, make transfers, and deposit checks.

Have you done that yet?

*If no checking account

- Our regular **Checking Account** Includes:

- Online banking and bill pay
- Unlimited check writing
- Unlimited ATM and check card transactions

Visa Card

- We have several different options, all with:

- No annual fee & • Low % rates
- Free card personalization

2. Lending: Loans and financing

Variety of Mortgages available:

- 1st time buyer loans
- 2nd mortgages
- Construction loans
- Home equity loans

3. Benefits: Family Security Plan

(Product Pitches Below: Scroll Down)

Accident Product Overview

- 24/7 on and off the job coverage
 - Need to seek medical attention
- Tax free check in your name
- Pays on top of any other coverage
- Payouts range from few hundred dollars to a few thousand dollars
 - Ex. \$100 for the initial doctor's office visit
 - \$300 for emergency room treatment
 - Up to \$8,800 for dislocations
 - Up to \$12,000 for broken bones
- Can cover immediate family
- Lasts forever

Would you like to add that into your membership?

Questions To Ask

- Do you have health insurance?
- Purchased anything outside of regular health insurance?
- Do you know your current deductible?
- Is your family physically active?
- Have you ever been in an accident?
- Receive hospital bill?

Managing Objections

Don't Need/Have Health Insurance

- Savings set aside to cover major out of pocket expenses?
- That's normal and is designed to work with the coverage you already have
 - Money paid from this is completely separate
 - Don't receive a "lowered payout" because of other coverage
 - Example: \$2K admission would be given completely separate
 - Use that money how you wish
 - If you like to add its only \$___ and month and next step is to name a beneficiary

Need To Think About It/Can You Send Me More Info?

- CU's trust and believe in the FSP
 - Partnered with 100's of CU's
 - Easy application process and options for any budget
- Insert monetized personal story

Don't Have the Money Today

- Start with Plus Plan upgrade later
- Basic protection, save money
- Same as Platinum half the payout

Reclose

- See if you qualify first
- That's going for just \$___ today
- Next step would be to put down a beneficiary
- Do you have someone else you'd like to protect like a spouse or children?

Whole Life Product Overview

- WL coverage gives permanent coverage
 - Lasts your whole life and covered immediately
 - Low rates that get locked in and build cash value in 3-5 years
 - Don't pull credit scores, and no medical exam
 - Offering because most have coverage through work (typically term/AD&D)
 - Ask Smoking question, "Within the last 12 months, have you smoked one or more cigarettes?"
 - Offer Amounts
- Would one of those be reasonable for you?**

Questions To Ask

- | | |
|---|--|
| <ul style="list-style-type: none"> • Type of coverage? • How much? • Does it build cash value? • Who does it cover? • What carrier? • When does it expire? • Ownership of policy? • How many policies do you have? • Married/children? | <ul style="list-style-type: none"> • Beneficiary? (Maybe we help cover them). • Experienced a lost? • Have you seen a go fund me online? • What have you set aside to make sure the family is financially set if the primary breadwinner were to pass away? • Is the coverage you have now the coverage available through work? |
|---|--|

Managing Objections

Have Work Coverage

- Coverage through work typically goes away if you leave your job or when you retire (usually AD&D/term)
- Longer you wait, the more it'll cost
- Difficult to qualify later in life

Time

- Quick to point pitch as "main promotion for today"
- Pivot to accident
- Schedule callback if unsuccessful

Can I Do This In Person?

- Went from lobby to the phones for your protection
- Conversation is recorded to ensure proper business practices

Need to Discuss with Spouse:

- Cover yourself, start small, add spouse later

Need To Think About It/ Can You Send Me More Info?

- CU's trust and believe in the FSP.
 - Partnered with 100's of CU's.
 - Easy application process and options for any budget.
- Let's conduct a quick needs analysis to make sure you at least know how much you need
- A Rule of thumb: You at least want enough to handle final expenses (\$15K/\$20K)
- Personal Story

Don't Have The Money

- Starter policy: Better to have something than nothing, can add more as needs change
- Next Pay Day: Flexible billing options. When's your next pay day?
- Rates: Get more expensive

Reclose

- See if you qualify first
- That's going for just \$___ today
- Next step would be to put down a beneficiary
- Do you have someone else you'd like to protect like a spouse or children?

Disability Product Overview

- 2020 had most applications for unemployment in the history of the U.S
- Tax free check up to __ month(s)
- Covers illness, injury, and recovery
- Paid directly to you, and use money how you see fit
- Fully portable and guaranteed renewable until age 72
- No payments due while out of work
- Most you can receive from employer coverage is roughly 66%, we help fill in the rest
- Includes a \$1K accidental death benefit

Quote:

- Current occupation
- Gross annual income (\$ in a year without taxes or overtime)

Questions To Ask

- Do you have this coverage?
 - Employer or privately held?
 - Do you pay for it?
 - How much would you receive?
- How would you pay your bills if you were out of work?
 - Savings, credit cards, other source of income?
- How much are your essentials?
 - Rent/Mortgage, utilities, food.
 - Car payment, phone, school/daycare.
 - Recreational: subscriptions, hobbies.

Managing Objections

Don't Have The Money:

- Recommend basic \$___ policy to cover essentials, just \$___ per month
 - Next step would be to name a beneficiary
 - \$1,000 payout if an accidental death were to occur

Need To Think About It/Can You Send Me More Info?

- Reeducate/reclose using talking points
- CU's trust and believe in the FSP
 - Partnered with 100's of CU's
 - Easy application process and options for any budget
- Insert monetized personal story

Reclose

- See if you qualify first
- That's going for just \$___ today
- Next step would be to put down a beneficiary
- Do you have someone else you'd like to protect like a spouse or children?

Critical Illness Product Overview

- Gives a lump sum tax free check of your choice directly to you if ever diagnosed with things like:
 - Cancer, heart attack, stroke, or other covered illnesses
 - Extremely affordable, and can cover family
- Does not interfere with health insurance, it's supplemental
- Spend the lump sum however you like
- If illness were fatal, money is passed down to your loved ones
- Give rates and options

Would you like to add that to your membership?

Questions To Ask

- Do you have health insurance?
- Do you know someone who's had a CI in the past?
 - What was the financial impact?
- Have you noticed increased awareness of critical illnesses?
 - Ice-bucket challenge (ALS)?
 - Breast Cancer Awareness Month
- Do you have coverage like this?
 - Through employer or privately held?
 - Is the payout given directly to you, or only used towards the bill?
 - Portable?

Managing Objections

Don't See a Need

- Share Personal Story
 - Relate to member (history of CI in family/friends?)
- Use Members Age
 - Age similarity and issues around this age group
 - Cost
 - Eligibility
 - Increased risk of illness with age
- Cost associated with critical illnesses are very high
 - Most bankruptcies are due medical bills
 - \$10K goes a long way

Need To Think About It/ Can You Send Me More Info?

- CU's trust and believe in the FSP
 - Partnered with 100's of CU's
 - Easy application process and options for any budget
- Monetized personal story
- Rule of thumb: Cancer costs \$35K out of pocket on average

Reclose

- See if you qualify first
- That's going for just \$___ today
- Next step would be to put down a beneficiary
- Do you have someone else you'd like to protect like a spouse or children?

Term Life Product Overview

- Pass along a large sum of money should you pass in an amount of your choosing
 - Help take care of large expenses like a mortgage, student loans, or any other type of debt
- At a price point that still allows you enough to save for important things like retirement
- No medical exam and coverage is immediate
- Rates don't increase for entire term of policy
 - When term is done, policy can be renewed on yearly basis up to age 90
 - Policy can be converted to permanent coverage in the future
- I'll show you today's rates; I just have to ask you two quick questions

Click On Benefits tab:

- Ask for DOB, ask smoking question 5.a, offer amounts

Would one of these be reasonable for you?

Questions To Ask

- | | |
|--|--|
| <ul style="list-style-type: none"> • Type of coverage? • How much? • Who does it cover? • What carrier? • When does it expire? • Ownership of policy? • How many policies do you have? • Married/children? | <ul style="list-style-type: none"> • Beneficiary? (Maybe we help cover them). • Experienced a lost? • Have you seen a go fund me online? • What have you set aside to make sure the family is financially set if the primary breadwinner were to pass away? • Is the coverage you have now the coverage available through work? |
|--|--|

Managing Objections

Have Work Coverage

- Coverage through work typically goes away if you leave your job or when you retire (usually AD&D/term)
- Longer you wait, the more it'll cost
- Difficult to qualify later in life

Time

- Quick to point pitch as "main promotion for today"
- Pivot to accident
- Schedule callback if unsuccessful

Can I Do This In Person?

- Went from lobby to the phones for your protection
- Conversation is recorded to ensure proper business practices

Spouse:

- Cover yourself, start small, add spouse later

Need To Think About It/ Can You Send Me More Info?

- CU's trust and believe in the FSP
 - Partnered with 100's of CU's
 - Easy application process and options for any budget
- Let's conduct a quick needs analysis to make sure you at least know how much you need
- A Rule of thumb: You at least want enough to handle final expenses (\$15K/\$20K)
- Personal Story

Don't Have The Money

- Starter policy: Better to have something than nothing, can add more as needs change
- Next Pay Day: Flexible billing options. When's your next pay day?
- Rates: Get more expensive

Reclose

- See if you qualify first
- That's going for just \$___ today
- Next step would be to put down a beneficiary

