



The Baltimore Life
COMPANIES

TeleSales Fast Start Package: Selling Silver Guard® Using the *INSpeed* Enrollment Process

Traditionally an agent has sold personal lines of insurance products during a face-to-face appointment with a client. Obviously, most business written today is done using this approach. It allows the agent to create a relationship and qualify the client for both need and appropriate product to solve the need identified. One of the other benefits from an underwriting point of view is that the agent can help the company determine the general health and status of the person being underwritten.

The telesales approach to selling allows the agent to prospect using all the traditional mass marketing methods (mail, magazine inserts, television, radio, etc), and the Internet. The key difference between telesales and a traditional face-to-face approach of selling is the agent completes the entire sales process over the phone. In most cases, the agent is marketing in a much wider geographic area (often times nationwide) since the cost is reduced to complete the sales process. Gas prices and commuting time continue to be a significant expense for agents. Too often the agent will drive for miles only to get “porched” on one out of three appointments. The telesales process allows the agent to complete the entire application over the phone with our call center and their client on the phone, and capture signatures and confirm identity using our voice recording process. On average, 70-75% of all Silver Guard applications enrolled using *INSpeed* can be approved while the agent and applicant are on the phone with the call center.

This document provides our marketing organizations and their agents with best practices used by some of our telesales leaders. Hyperlinks are provided throughout this document that will take you to useful documents.

- Agent selection and training process
- The direct to consumer sales process
- Using pre-approach mail with a lead card response
- Phone scripts and handling common objections
- Sales process best practices
- Effective policy placement and retention tips

This document also provides hyperlinks to training for the Silver Guard product, and telesales process using Baltimore Life’s *INSpeed* technology. *INSpeed* allows you to enroll applications over the phone with our call center using a paperless process. Some of the additional content that follows includes:

- On-demand training for the senior market and best practices to write quality business.
- Methods to provide the applicant with the Notification and Disclosure statements Form 7640. This is required prior to voice recorded signature capture using *INSpeed*.
- State disclosure statement requirements (Pennsylvania and Maine only)
- State specific requirements for replacements of existing insurance.
- Using fillable PDFs paper apps to support your telesales process
- Overview of the telephone verification interview and faxed app program for paper apps

Best Practices for TeleSales

Agent Selection

- Some of our successful independent marketing organizations (IMO) contract both licensed agents that work remotely and licensed agents that work in an organized call center for final expense telesales. Agents who produce primarily final expense business exclusively using the telesales process are the most successful candidates. IMOs are finding that agents without prior industry experience tend to be more successful candidates for an organized call center position.
- When selecting agents for the telesale marketing programs, our successful IMOs use a multi-step selection process when recruiting a new agent. The interview process involves meeting with several associates in the marketing organization to provide candidate feedback.
- During the selection process the agent reviews examples of prospect presentations, and listens to the sales process of an active agent. The agent receives a full review of the training program, prospecting methods, licensing requirements and the compensation system.
- Some of our successful IMOs require agents contracted to purchase a minimum of 2,000 direct mail leads per month. They also manage the purchase of all leads and direct mail distribution. We also have a successful IMO that requires their telesale agents to pay for the use of a proprietary contact management system (CMS) that is managed by the IMO. The CMS system is used to track marketing, sales results, and quality business results for each agent. This IMO manages all mail that is sent out for the agents.

Agent Training

- Our successful IMOs deliver a well-defined agent training program for a 2-3 week period. Training includes, marketing, phone approaches, establishing credibility, sales process/presentation skills, products, underwriting, time management, and customer service. Some of our IMOs require agents to produce a demo recording of their sales and enrollment process to insure that it is being done correctly.
- Agents from our successful marketing organizations go through routine audits of their marketing, sales, enrollment activity, and quality business measures.
- Our successful marketing organizations that contract satellite agents for telesales require them to participate in regularly scheduled conference calls each week. During the calls, management from the marketing organization discuss marketing and sales best practices, and monitor the agents prospecting and sales results.

Direct Mail and Other Lead Generation Methods

Our successful marketing organizations advocate the use of direct mail as the primary method to generate leads. If agents are working independently (outside of a call center), they must have a continuous flow of qualified leads in order to be successful using the telesales process. Our successful IMOs have determined that an agent must have 50 qualified prospect leads (i.e., return mail response cards) each week in order to be successful. Our successful IMOs report that the average direct mail return rate is 1.0%-1.5%. An agent must mail approximately 4,000-5,000 direct mail pieces each week. Out of 50 qualified lead responses each week, 12%-16% will result in an application written. Out of the prospects returning a lead response card, you will make a presentation to approximately 60%. A certain percentage of lead cards returned will not offer a phone number. Another percentage of the lead cards returned will not answer their phone when called. An agent should work with their IMO to find a qualified list broker and to schedule routine direct mail drops in their selected market area. When selecting criteria for a senior

prospect that may purchase a simplified issue, small face amount life insurance policy, you should consider the following criteria:

- Ages: 50-80
- Income: \$15,000-\$55,000
- Single family dwelling address
- Eliminate rural routes with box numbers
- Omit records with P.O. boxes

In order to maintain a continuous flow of qualified prospects, an agent might also use some of the following prospecting methods:

- Calling non-responders from your mail list
- Newspaper advertising
- Internet advertising
- Television and radio advertising
- Cross marketing existing clients
- Community based marketing events
- Referred Leads

Baltimore Life has an approved direct mail piece ([Form M-8222](#)) that can be used when prospecting seniors for our Silver Guard products.

Phone Scripts and Handling Common Objections

The linked approved phone scripts ([Form M-8222 S1-S3](#)) can be used when calling a prospect that responded to a pre-approach mailer, or when you are calling prospects from a list who did not respond to a mail piece. If you are calling from a list, be sure that all listings have been scrubbed against the federal and any state do not call list. When clicking on the link containing the phone scripts, you will also find common objections that you might receive when communicating with a prospect, and ideas on ways to respond.

Sales Process Best Practices

- Be sure that the agent is proficient using your approved sales process. Developing a relationship with a prospect over the phone is certainly more challenging than it would be in face-to-face interview. Also, handling objections can be more challenging when talking with a prospect over the phone.
- Early in the sales process, establish a need, solution and agent credibility with the prospect.
- Prior to making a selection of a product to recommend, review the health history with the prospect.
- Make a product selection based on the client's health history and determine their ability to pay, and a comfortable monthly premium to quote. It is effective to present three premiums and face amount options to the applicant based on their affordability.
- Close the sale verifying the product sold, premium/draft day and face amount of protection and named beneficiaries.
- Prior to contacting the Baltimore Life *INSpeed* call center, complete a paper copy of the Silver Guard application, [Form 7430-0508](#) (or state specific variation), in order to make the enrollment interview go smoothly (you do not need to submit the paper application used to support an *INSpeed* enrollment interview). It is also important that you read or provide a copy of the disclosure statements from the application to the client prior to contacting the call center. You will find the disclosure statements from the application contained on [Form 7640](#) or state specific

variation (Form 7640 is titled “Notification and Disclosure Statement). In order for the call center to accept a voice recorded signature from the applicant/policyowner, these important disclosure statements must be heard or read prior to contacting the call center.

- If required, you can complete the NAIC Replacement Notice, [Form 7296](#), over the phone at our call center and use our voice recorded signature process via *INSpeed*. The agent will need to read the disclosure statements or provide [Form 7296](#) to the client prior to completing the application with our call center. This process can be used in all states except Pennsylvania, Florida, South Dakota and Arkansas. In these states, you must complete a paper copy of the state specific replacement forms only if policies are being replaced, and fax/e-mail them to our new business center.
- Pennsylvania and Maine require that a disclosure statement be completed for all products that are filed as “non-illustrated” with the state. Since Baltimore Life does not require an illustration for our Silver Guard products, the agent must complete these disclosure statements and provide a copy to the client at the point of sale in these states. The completed and signed statement should be faxed/e-mailed to the New Business center to satisfy the requirements for each case.

Effective policy placement and retention tips

- Once a sale is completed, a thank you letter should be sent to the client that includes a review of what was purchased, Notification and Disclosure statement ([Form 7640](#) or state specific variation) that was reviewed with the client prior to the enrollment interview, draft day reminder, agent and marketing organization bio, Silver Guard product brochure ([Form 7809](#)) that also includes information on Baltimore Life.
- We also encourage agents to make a follow up call to the policyowner upon the receipt of the policy that was mailed directly from Baltimore Life. During this call the agent can review the policy details, review the bank draft date, and remind the client of their contact information. This a great way to solidify the relationship with the client and ask for referred leads.
- Staying in touch with your client is an important ingredient to ensure that the policies you have written maintain a high persistency rate. If the client is paying their premium using a monthly bank draft and have selected a future draft day, call them 3-4 days before the first draft just to make sure they remember their draft day. They might have selected this draft day several weeks prior during the application enrollment process, so a reminder will ensure a successful first draft.
- It is also a very good business practice to communicate with your client periodically by phone, mail or electronically. In order to maintain a low first year lapse rate and high long term persistency, contact your client every 6 months just to say hello. This casual communication will go a long way to solidify the relationship and improve business persistency. One of the methods you can use to stay in touch with your client is sending an electronic greeting card. You can send birthday and holiday cards to all of your clients. This is a very easy and cost effective approach to stay in touch with your clients. You may also consider providing your client with a complimentary copy of Baltimore Life’s “Personal Memorial Planning Guide ([Form 4093](#)).” The memorial guide is an excellent tool to help your client record personal information that would be needed by their loved ones in the event of their death. Don’t forget to ask your client for referrals each time you make a contact.

Silver Guard products, INSpeed, senior market orientation

There are printed and on-line sources for an agent to orient themselves to the Silver Guard product portfolio, and INSpeed enrollment process. We also offer live training webinars for our agents.

- Product description, rates, cash values, underwriting requirements, and information on the INSpeed process, are contained in the “Silver Guard Agent Underwriting and Product Guide,” [Form 8420](#). This document also outlines the requirements for an in-bound telephone verification interview with our call center when a paper application is completed.
- You can also download a [rate calculator \(Excel file\)](#) that we offer on our agent website. It can be used to calculate rates and cash values.
- Agents can review the [Silver Guard product](#) and an overview of the [INSpeed process for Silver Guard](#) by accessing our on-demand training library found in the “Learning Center” on our agent website (or click on the appropriate hyperlinks above).
- “[Answering the Need to Pay Final Expenses for Our Seniors](#)” is an on-demand training module covering information on the senior market for final expense protection, marketing and sales ideas. This on-demand training module is also available in the Learning Center on our agent website.
- [C:\Documents and Settings\tdasher\Local Settings\Temporary Internet Files\Content.Outlook\N5IIXY3O\<http:baltlife.na3.acrobat.com\p33012937>“Quality is Everyone’s Business”](#) is an on-demand training module covering “best practices” on producing quality business using the telesales marketing process for Silver Guard.

Silver Guard Marketing Toolkit

On our agent website you can find “Simplified Issue Senior Life Marketing Toolkit” for Silver Guard. In the toolkit you can find many marketing pieces and point of sale tools that can support your sale of Silver Guard to your senior prospects. Here is a list and hyperlinks taking you to some of the tools available for your use.

- [Secure Solutions Presenter](#): Software that provides you with a point of sale presentation for Silver Guard, other Baltimore Life products, and financial concepts.
- Silver Guard Client Brochure ([Form 7809](#))
- Silver Guard Agent Underwriting and Product Guide ([Form 8420](#))
- Silver Guard Senior Life Advertisement ([ad009](#))
- Silver Guard Four Important Guarantees ([ad098](#))
- Silver Guard Whole Life is the Answer ([ad099](#))
- Silver Guard Plan for the Future ([ad151](#))
- Silver Guard State Approval and Forms List ([Form 7641](#))

Using fillable PDFs for paper app request: Once the agent completes the sales process with an applicant over the phone, and prior to calling the call center to enroll the Silver Guard application using INSpeed, it is recommended that a paper version of the application be completed with the client. By completing a paper app before contacting the call center, the agent can gather all the information that will be required during the application interview. It will also give them a chance to make sure that their client understands all the questions that will be asked by the call center representative during their portion of the interview. The client cannot be “coached” by the agent, the call center representative or a client’s family member during the call center application interview. The client must answer all questions independently.

There will be certain situations when a paper application will be required instead of enrolling via INSpeed.

- If applicant or agent does not want to enroll using the *INSpeed* process through our call center.
- If the applicant has an insurability issue.
- If the applicant wants to backdate the policy issue to conserve age.
- The applicant cannot speak or understand the English language
 - ✓ A Spanish translated telephone verification interview is also required.
- The applicant cannot speak or hear independently
 - ✓ The client must provide a current doctors report along with the application.
- The applicant wants to pay premium on a direct bill mode or use a credit card (VISA, Master Card or Discover) for the first premium

In these situations, the agent can use a fillable version of [Form 7430-0508](#) in order to complete a paper app and send it to the client for a wet signature. You can use the hyperlinks below that will take you to the agent website where you can view or print PDF files for our Silver Guard application and all state variations to [Form 7430-0508](#). The applicant must still complete an in-bound telephone inspection interview for all Silver Guard paper applications being submitted.

Fillable PDFs for Form 7430-0508 - Simplified Application for Silver Guard

[Generic](#) (all other states)

[Alaska](#)

[Arizona](#)

[Arkansas](#)

[California](#)

[Colorado](#)

[Connecticut](#)

[Delaware](#)

[District of Columbia](#)

[Florida](#)

[Georgia](#)

[Hawaii](#)

[Idaho](#)

[Illinois](#)

[Indiana](#)

[Iowa](#)

[Kansas](#)

[Louisiana](#)

[Maine](#)

[Maryland](#)

[Massachusetts](#)

[Michigan](#)

[Minnesota](#)

[Mississippi](#)

[Missouri](#)

[Montana](#)

[Nebraska](#)

[Nevada](#)

[New Hampshire](#)

[New Jersey](#)

[New Mexico](#)

[North Carolina](#)

[North Dakota](#)

[Ohio](#)

[Oklahoma](#)

[Oregon](#)

[Pennsylvania](#)

[Rhode Island](#)

[South Carolina](#)

[South Dakota](#)

[Tennessee](#)

[Texas](#)

[Utah](#)

[Vermont](#)

[Virginia](#)

[West Virginia](#)

[Wisconsin](#)

[Wyoming](#)

State disclosure statement requirements

Pennsylvania and Maine require that a disclosure statement be completed for all products that are filed as “non-illustrated” with the state. Since Baltimore Life does not require an illustration for our Silver Guard products, the agent must complete disclosure statements and provide a copy to the client at the point of sale in these states. The completed and signed statement should be faxed/e-mailed to the New Business center to satisfy the requirements for each case. The requirement of this form will not delay the underwriting decision, but is considered an outstanding requirement. The agent should complete a paper version of the disclosure statement with the client, and obtain a wet signature, prior to enrolling an application through the *INSpeed* call center. The state disclosure forms are not completed as part of the *INSpeed* enrollment process. The completed forms should be faxed to New Business at 866.892.6428 or emailed to newbusiness-independentales@baltlife.com.

- PA Disclosure Statement, [Form 1589](#)
- [Form 7060](#), Maine Preliminary Statement of Policy Cost

State specific requirements for replacements and existing insurance

If required, you can complete the NAIC Replacement Notice, [Form 7296](#), over the phone at our call center and use our voice recorded signature process via *INSpeed*. The agent will need to read the disclosure statements or provide [Form 7296](#) to the client prior to completing the application with our call center. This process can be used in all states except Pennsylvania, Florida, South Dakota and Arkansas. In these states, you must complete a paper copy of the state specific replacement forms only if policies are being replaced, and fax them to our new business center. [Click here to review a complete outline of agent responsibilities under the NAIC replacement rules](#)

Refer to Baltimore Life's Replacement Form Reference Guide ([Form 5994](#)) for specific form numbers. This form also identifies the states that have adopted the NAIC replacement rules. You may also download state-specific replacement forms from the secure agent website (Replacements section on the left side menu). If a paper application is being completed, you should fax a signed replacement form along with the application and any other appropriate forms to New Business.

Overview of the faxed app process when submitting a paper application and other required forms

The New Business team encourages you to fax applications and other required forms in lieu of the original form. Assuming the standards listed below are met, New Business will not need the original form. This will save both time and money for all.

In addition, if a faxed application is received by close of business on Wednesday, we guarantee that all system input and initial underwriting review will be completed by close of business Friday.

The fax number to use for **Applications and Required Forms ONLY: 1.866.892.6428**. You can also use the following e-mail address: newbusiness-independentsales@baltlife.com

Standards for Faxed Applications and Required Forms

When an application is faxed to the home office for processing, all of the usual New Business rules apply. In addition, the following rules apply specifically to faxed applications:

- When received at the home office, the fax must be of high quality, to assure it is fully legible and to assure each page of the application is provided in its entirety.
- The entire application form number must show on the bottom of each faxed page received.
- All required forms such as replacement notices and state required disclosures, must be faxed along with the application. Omitted forms will result in actions as stated in our published New Business Guidelines.
- The Applicant's Pre-notice and the Conditional Receipt (when applicable) must not be on the faxed page in order to demonstrate that those notices were provided to the customer.
- A "VOID" copy of the customer's check will be used to process monthly bank draft premiums. Also provide specific bank draft day instructions on the application. Baltimore Life cannot accept a fax of check for quarterly, semiannual, or annual premiums. The original check from the applicant should be mailed to the New Business center.

Not adhering to the above will cause Baltimore Life to ask the agent to mail the original application to the home office, or will result in slower processing and will require Baltimore Life to contact the agent for additional requirements.

After an application is faxed, it should be maintained by the agency/agent for at least 30 days or until the policy is issued; in case the paper application may be required. While the paper application is maintained, it must be protected in accordance with Baltimore Life's privacy guidelines, as outlined in the Market Conduct Training Manual.

Methods to provide the applicant with the Notification and Disclosure statement, Form 7640

In order to capture a voice signature using the *INSpeed* process, it is necessary that the applicant receive a copy of the applicant pre-notice (a.k.a., Notification and Disclosure statement) contained on the paper application. To support the *INSpeed* application process, we have made available the Notification and Disclosure Statement, on [Form 7640](#) (or state specific variation). This document contains the same information as the applicant pre-notice on the paper app, but does so in one document. The form also contains a conditional receipt. If an agent is using a telesales approach to apply for a Silver Guard application using *INSpeed*, there are a few methods that could be used to get the Notification and Disclosure statements to the applicant.

- Read the content of [Form 7640](#) to the applicant over the phone, prior to the *INSpeed* application interview. After you have read the content of [Form 7640](#), you should also mail the applicant the document along with a thank you letter upon the conclusion of the sales process.
- Attach [Form 7640](#) in an e-mail that would be sent to the applicant prior to enrolling the application through the call center using *INSpeed*. The applicant must acknowledge their receipt and review of the content of [Form 7640](#).
- Mail [Form 7640](#) to the applicant prior to submitting the application through the call center using *INSpeed*. The applicant must acknowledge their receipt and review of the content of [Form 7640](#) prior to an application submission through the call center.
- Provide a link on the agent's proprietary website so the applicant can review [Form 7640](#). The link on the agent's website would point the client directly to a site hosted by Baltimore Life. Of course, any content related to Silver Guard or the *INSpeed* process contained on the agent's proprietary website must be approved by Baltimore Life.

You can use the hyperlinks provided below that will take you to a PDF of [Form 7640](#) (or state specific variations). Of course, the PDF can be saved, printed and mailed or e-mailed to the applicant. Contact Baltimore Life for additional details.

PDF for Form 7640, Notification and Disclosure Statement, to be given to applicant for *INSpeed* Enrollments

[Generic](#) (all other states)

[Alaska](#)

[Arizona](#)

[Arkansas](#)

[California](#)

[Colorado](#)

[Connecticut](#)

[Delaware](#)

[District of Columbia](#)

[Florida](#)

[Georgia](#)

[Hawaii](#)

[Idaho](#)

[Illinois](#)

[Indiana](#)

[Iowa](#)

[Kansas](#)

[Louisiana](#)

[Maine](#)

[Maryland](#)

[Massachusetts](#)

[Michigan](#)

[Minnesota](#)
[Mississippi](#)
[Missouri](#)
[Montana](#)
[Nebraska](#)
[Nevada](#)
[New Hampshire](#)
[New Jersey](#)
[New Mexico](#)

[North Carolina](#)
[North Dakota](#)
[Ohio](#)
[Oklahoma](#)
[Oregon](#)
[Pennsylvania](#)
[Rhode Island](#)
[South Carolina](#)
[South Dakota](#)

[Tennessee](#)
[Texas](#)
[Utah](#)
[Vermont](#)
[Virginia](#)
[West Virginia](#)
[Wisconsin](#)
[Wyoming](#)

Contact for questions or additional information

Call Garry H. Voith at 800.628.5433, extension 6670, or e-mail at garry.voith@baltlife.com. If you would like to order quantities for any of the forms referenced in this document, please go to www.baltlife.com and proceed to the secure agent login link.

Form 8452-0112