

Power Questions:

1. What prompted you to respond to our advertisement?
2. Who will be in charge of your final affairs one day?
3. Do you prefer Cremation or Burial?
4. How much to you feel a Cremation or Burial will cost?
5. When was the last time you attended a funeral?

50 Other Fact Finding / Follow Up questions:

1. Why haven't you purchased a life insurance policy yet?
2. What exactly are you looking for?
3. What do you NOT want?
4. What would a perfect policy look like for you?
5. Why do you feel that you need more coverage?
6. What type of Burial or Cremation do you want?
7. Are you a veteran?
8. Tell me more?
9. What do you exactly mean?
10. Why is that?
11. When you say that what exactly do you mean?
12. Why do you feel you need coverage?
13. Do you make all your own decisions?
14. Is there anyone else that influences your decisions?
15. Is there any reason why you wouldn't make a decision today?
16. On a scale of 1-10, how important is it for you to have life insurance in place?
17. Do you have any major health conditions?
18. Have you applied for coverage in the past and got declined?
19. Can you make an educated guess as to how much this will cost you?
20. How long have you been thinking about this?
21. Who is ultimately responsible for your final affairs?
22. Have you spoke to your family/kids about this?
23. What has made you want to look into this now?
24. What are 3 outcomes you want from this policy?
25. What is most important to you?
26. What alternates have your considered?

27. What else should I know?
28. Did we miss anything?
29. Have I asked you about every detail that's important?
30. Have you ever had someone close to you pass away and not have any coverage?
31. Have you ever had someone close to you pass away and they did have coverage?
32. In 1 word what is the most important thing to you?
33. How many kids do you have? Grandkids? Great Grandkids?
34. What was the first thing you thought of when you saw our advertisement?
35. When you think of the word burden, what comes to mind?
36. Have you ever seen a family collect money through GoFundme for a funeral?
37. Do you want a traditional funeral service or just a grave side service?
38. Do you have a family plot?
39. If you died last night, what would your family be doing today?
40. How fast do you think that it should take insurance companies to pay out?
41. What would you consider to be a fast payout?
42. What would you consider to be a slow payout?
43. Who is the most important person to you?
44. Would 10,000 help your family if you died unexpectedly?
45. What is your date of birth?
46. What is your date of death?
47. Do you know the difference between term and whole life?
48. Do you know what an accidental death benefit is?
49. Would you like to ensure your kids/grandkids under this policy?
50. Would you like to donate anything from your policy to a charity or church?