

LIFE INSURANCE GUIDE FOR BENEFICIARIES

Agent discussion points

The life insurance guide, *Taking the Next Steps*, was designed to help your clients and their families prepare and plan for the loss of a loved one. From instructions on making arrangements and contacting relevant parties to advice on insurance policies and beneficiaries, this guide helps life insurance owners in many ways. *Taking the Next Steps* can be presented in a multitude of ways. Make sure clients understand that we value their privacy and that you'd never contact their beneficiary without permission. Read through the following discussion points to learn how to utilize and present this guide to clients.

TIME OF PROSPECTING

Uncovering a need

- » Provides opportunity to contact orphan clients to help establish rapport
- » Helps with prospecting new clients or referrals from family
- » Helps deliver policies

TIME OF SALE

Purchasing life insurance

- » Helps transition discussion to life insurance
- » Enhances life sales presentations
- » Provides pointers for designating life insurance beneficiaries
- » Gives insight into the traditional probate process

TIME OF PLANNING

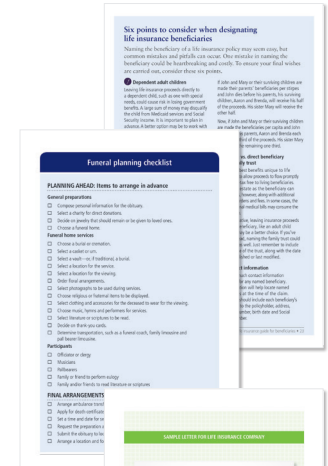
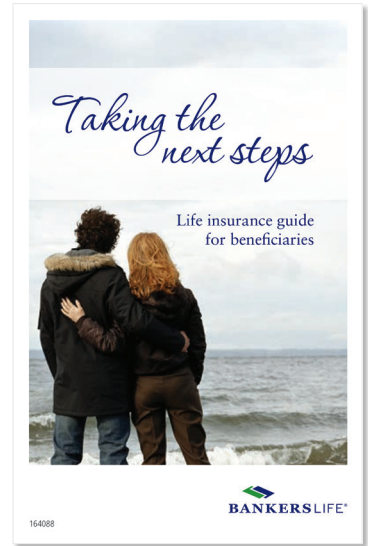
Planning for final expenses

- » Gives general guidance on decisions related to final expenses
- » Provides a checklist for funeral planning in advance
- » Shares important document checklists

TIME OF LOSS AND CLAIM

Assisting loved ones at time of death

- » Provides list of parties that should be contacted, such as funeral director, employer and life insurance company
- » Gives sample letters to assist in communicating the loss to these parties
- » Explains payout options available in life insurance contract
- » Gives insight into Bankers Life cash payout option via BenefitNOW Account®



Agent instructions

Please follow the below “Do’s and Don’ts” when distributing the guide and corresponding forms.

DISTRIBUTION PROCESS FOR TAKING THE NEXT STEPS:

- » Only approach your client upon policy delivery, or during your annual review period, to obtain permission to contact the beneficiary.
- » The client’s permission cannot be verbal, as he/she must sign the beneficiary consent form (174049). A separate, signed consent form must be submitted for each beneficiary.
- » Call the beneficiary to set-up an appointment to deliver the guide.

DO:

- » Follow standard procedures for initially calling or contacting the beneficiary.
- » Visit the beneficiary if you are given permission from your client.
- » Tell the beneficiary your client asked you to contact them to provide valuable advice to assist him/her at the time of a loved one’s passing.
- » Review the guide with the beneficiary to help him/her understand the information.
- » Only offer to complete a Fact Finder or discuss Bankers Life products after you have finished discussing the booklet and answered all of his/her questions.
- » Complete this process again upon a change of beneficiary. **Note that the beneficiary consent form (174049) cannot be used to document a change of beneficiary.**
- » Distribute beneficiary consent form (174049) to your BOA for filing. Ask your BOA to scan and email the signed form to: CRDHelpdesk@cnoinc.com.

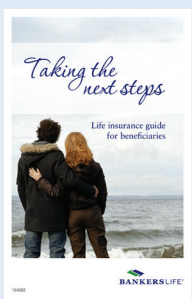
DON’T:

- » Discuss any aspects of the client’s life insurance policy or other insurance coverage.
- » Discuss any health information you or the company may have on the insured.
- » Contact any beneficiaries that the client does not list on the permission form.
- » Contact beneficiaries that are outside of your territory. Instead, mail them a hard copy of the guide.

Make sure your client understands they have the right to refuse giving you permission to disclose they have a life insurance policy or visit any of his/her beneficiaries.

APPLICABLE FORMS

Taking the Next Steps
Form #164088



Beneficiary
Guide Consent
Form #174049



Beneficiary Contact
Letter on ADvance
Form #174106



Bankers Life is the marketing brand of Bankers Life and Casualty Company, Medicare Supplement insurance policies sold by Colonial Penn Life Insurance Company and select policies sold in New York by Bankers Conesco Life Insurance Company (BCLIC). BCLIC is authorized to sell insurance in New York.