Accelerate your sales with
Asurea's Emergency Response System (ERS)

asurea®

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When you deliver your client's completed application, make sure you enroll them in Asurea's Emergency Response System (ERS).

Clients want to make sure their beneficiaries receive their death benefit, and Asurea's ERS gives them that peace of mind.

ERS Referrals:

- Are free
- Have built in trust
- Increase customer loyalty
- Have fewer objections
- Are easier to close
- Lead to bigger sales
- Bring in more referrals!

Asurea's Emergency Response System is the best way to build your business with referrals.

"Loyal customers, they don't just come back, they don't simply recommend you, they insist that their friends do business with you."
– Chip Bell

Policy Delivery and ERS Script

(Say hello, smile, and build rapport for a few minutes, then go into the policy review.)

"So (client name) my job during our last appointment was to recommend the best company for your personal health, budget and financial goals. I was able to get you approved for (company), and today we are going to go over everything to make sure this policy is integrated efficiently with your financial picture." (Open policy and go through checklist).

     A) Death Benefit

     B) Monthly Premium

     C) Years of Level Benefit

     D) Additional Riders

"Ok great, now that we have verified the policy is everything you wanted, we are going to integrate it into your personal financial picture. Now, what else is going to a beneficiary?"

(Go through FIF form.)

"Now, we always go the extra mile for our clients (Present ERS packet), which is why we provide an Emergency Response System. Currently there are over a billion dollars of unclaimed death benefits because beneficiaries, family, or friends don't know that their loved ones were covered" (Present articles).

"Who else, besides you and your beneficiary, know that you are protecting your family today? To make sure the death benefit is received by your beneficiary, our company gets ten names, including beneficiary, family and friends. We get ten names because when something happens, five of these people aren't going to answer. Obviously your beneficiary will be first, and who is a responsible adult in the local area that you would also like to add?" (Get as many names as you can).

"Ok great, now (Client), who on this list would you say you love and care about enough for me to take care of like I took care of you? All of them right? (Stay silent, let them respond). Ok great, I will call them and introduce myself to make sure you are covered, and to see if there is any way I can help them as well."

(Smile, laugh, build rapport and leave.)

Client Text Message to Each ERS Contact

(Once the ERS form has been completed, help your client send this message in a text to each of their ERS contacts.)

"(ERS contact), I am going to have (your name) contact you tomorrow. This is very important to me. Please make sure you take his call. He will be calling from (your phone #). Please take a moment to read the attached article. I have chosen you to be a part of my Emergency Response Team to ensure that my family is financially taken care of if something happens to me."

(Help them take a photo of the article of their choice and attach it to their text.)

Prepare in advance: In advance, you can send the message above and a photo of one of the articles as a text to yourself. Then, at the client's home, just forward that text to their cell while you are sitting with them. All they have to do now is customize the names and forward it on to their ERS contacts instead of typing the script for each ERS contact.

Your client can also download the attached article you send them to their photo gallery on their cell for much easier sharing.

Email option: If the client prefers not to text, ask them if email would work better. You can do the same as above. Ahead of time, email yourself the message and article; then forward that email to your client (the attached article will come long with the message) while you are at their home; on their computer, help them personalize the names in the message to match their ERS contacts and help them forward it to each of their ERS contacts.

Your Text Message to Each ERS Contact

(The next day, text each ERS contact this script.)

"Good morning (ERS contact). When I met with (client's name) yesterday, he chose you to be responsible for his family if something were to happen to him. He recently purchased life insurance from me. My job is to set up an Emergency Response Team to make sure this life insurance policy goes to his beneficiaries. Please see the attached article. I'll be reaching out to you today to set up this important service."

Note: Take a picture of one of the articles in advance so it's in your photo gallery on your cell. Then you can easily attach it to each text directly from your photo gallery.

Your Follow-Up Call Script After Text

(Later that same day, call each ERS contact that you texted earlier and use this script.)

"Good morning (ERS contact). This is (your name), I'm following up on (client's name) text to you on (date) concerning setting up his Emergency Response Team. Did you get a chance to read the article that (client's name) sent to you concerning "Billions of Unclaimed Life Insurance Proceeds?"

(Client's name) chose you to be responsible for his family if something were to happen to him. He would like me to meet with you to set up an Emergency Response Team for him and your family as well.

Are you available on (date) or (date)?"

(Set the appointment as usual.)