

Protection Client Meeting Phases

Impact Team

Conducting a protection meeting properly through each phase ensures that the client is more likely to stay with us long-term and refer us to their friends and family.

PROTECTION MEETING STRUCTURE

- | | | | |
|-------------------|---------------------|----------------------|-----------------------|
| 1 Discovery Phase | 2 Information Phase | 3 Conditioning Phase | 4 Clarification Phase |
| 5 Offer Phase | 6 Closing Phase | 7 Referral Phase | 8 Aftercare Phase |

1 DISCOVERY PHASE

To properly advise clients during the meeting, we first need to get to know them. We do this through a short conversation where we can calmly learn about them, ask basic questions, and warm up the contact so the client has a chance to like us.

GREETING THE CLIENT

Key elements here are a smile, openness, and a handshake if it is a face-to-face meeting. In this phase, we build trust and a relationship with the client.

Appearance and eye contact are very important, along with confidence when shaking hands. Ask where you can sit, and do not refuse coffee/tea/lunch if the client offers.

FOCUS ON:

- | | | |
|-------------------|----------------------|---------------------------|
| ✓ Professionalism | ✓ Confidence | ✓ Referrals |
| ✓ Punctuality | ✓ Appropriate attire | ✓ Charged laptop battery! |

"Good morning, Mrs. Smith :) My name is Joanna, nice to meet you."

It is also worth asking the client whether you should take your shoes off — this allows you to immediately gauge the client's personality type. Depending on whether the client says firmly "yes, please", indifferently "as you wish", or "no, no need" — it tells you a lot about how to conduct the meeting and what type of personality you are dealing with.

WARM-UP WITH THE CLIENT

Before getting down to business, have a conversation with the client. It is also worth complimenting the client — "oh, what lovely pictures on the wall..." Everyone likes to feel valued. It is important not to interrogate but to chat calmly. It is worth weaving in a few questions about family, time in the UK, or even plans to return to their home country.

Example questions:

- How do you find living in this area?
- How long have you been in the UK?
- Do you have children and how old are they?
- Are you here with a partner? Do you plan to return to your home country?
- What do you do for work?
- How long have you been in the UK and what are your plans — perhaps a mortgage?

This information can then be used in the next stage of the conversation to ask specific questions based on what the client has told you.

"WHAT BROUGHT YOU HERE?" — TRANSITIONING TO BUSINESS

Once you have warmed up the client, it is worth pausing so the client knows the chat is over and you are now moving to the main topic.

"Right then, Mr. Smith, what made you want to meet with me today?"

The client then starts to think and articulate WHY they are there. This means throughout the meeting they will feel that this is important to them.

INTRODUCTION, BUSINESS CARD, IDD & GDPR

Remember to present the IDD in a way that shows the client you are a professional, but also that they can complain about you if needed :) When mentioning that the meeting is 100% free, it is worth adding that referrals to friends would be appreciated if they are satisfied.

"Can we agree on that, Mr. Johnson? :)"

When discussing GDPR, it is sufficient to mention the essentials — that the client's data is safe and that everything they say is only used to advise them according to their needs. Explain how data is stored and that it is not shared with third parties.

When presenting IDD, explain how we are regulated:

- FCA, FCSA — regulation and oversight
- No charge for the meeting
- Access to the whole insurance market
- Complaints and referral procedures

If the client already has policies: Do not criticise the policies they already have. Show respect for their decisions: "That was a good decision at the time, but today your situation has changed / the market has evolved. I can show you how I would approach it, and you can decide if it is right for you."

2 INFORMATION PHASE

In this phase, it is important for the client to get to know us and understand what insurance is in a simple and accessible way. We explain how specific insurance products work and the extent to which they protect our client and their loved ones.

TIME FOR PEN AND PAPER

Take these out at exactly this point. Ask if everything is clear. If the client has no questions — move forward.

"Since I have already told you how everything works on my side, I would now like to learn a bit about you so that I can advise you properly."

At this point we assess the client's financial situation — how much they spend, how much they earn, what they do for work, their annual income. And of course how much they have left at the end of the month. It is also important to find out whether their employer pays sick pay. You can also casually ask about their medical situation — whether they have been treated for anything at the GP, etc. Also ask when the client plans to retire or how long they would like to have their policies.

3 CONDITIONING PHASE

Now that we have got to know the client a little, and the client has got to know us, we can focus on their specific situation. Through asking questions, we are able to identify their real insurance needs.

It is worth calculating the shortfall at this point: years to retirement × 12 × monthly expenditure.

FACT FIND / MORTGAGE MAGIC

Collect personal information about the client and enter it into the system. Remember to send the client the IDD and GDPR documents by email.

NEEDS ANALYSIS

This is the most important part of the meeting for both you and the client. This is where you will determine together the type of policies they need. Outline the types of policies again, and you can also tell them more about Income Protection. Do not overwhelm the client with detailed IP information during the IDD — do it now instead.

Life Cover — questions:

1. Could you tell me how long you would like to remain professionally active?
2. How much would you / your partner need financially in the event of the other's death?
3. Do you have any financial commitments?
4. What would happen if you could no longer afford to repay your debts?
5. What would happen if you were no longer here? What would your family's financial situation look like?
6. Do you think your passing could have an impact on your children's / partner's future?
7. Insurance is not an obligation but a responsibility towards our loved ones — would you agree?

Critical Illness Cover — questions:

1. Do you know anyone who suffers from, for example, cancer? How are they coping? Has it affected their finances?
2. Are there any family members who have had a heart attack, stroke, or cancer?
3. Did you know that statistically every other person will develop some form of cancer? So either me or you!
4. Do you know how much private cancer treatment typically costs?
5. Do you know how a critical illness could affect your children's life or future?
6. If you were diagnosed with a critical illness, how would you cope?
7. Are there any illnesses you are particularly concerned about?

Income Protection — questions:

1. Do you have any financial commitments?
2. Do you have any savings? (If so, you surely did not save all that time just to lose it in a few weeks or months)
3. Have you ever been ill? (Discuss situations where we continue working despite being untreated)
4. If you could not pay your rent / mortgage / bills, would you have somewhere to live?
5. (If they only have accident cover) What if it is not a broken bone but an illness or medical procedure?

Analysing the client's situation thoroughly is essential to selecting the right policies for them.

4 CLARIFICATION PHASE

At this point we have already assessed the client's situation, giving you as an adviser a clear picture of how your advice should look. This is also the moment to ask more detailed questions about specific scenarios.

USE INFORMATION FROM THE WARM-UP

Let us go back to that 15-minute warm-up conversation. The information you gathered then can now be used for the client's benefit:

"You told me that your husband is the main breadwinner and it is especially important to you to protect his income, because without it you would struggle to maintain your lifestyle. So am I right in understanding that you are interested in Income Protection for your husband?"

"You mentioned that you are raising your son on your own. So what would happen if you fell seriously ill? Or passed away? Would it be important to you to secure your son's future?"

It is not always appropriate to ask bluntly "what will your 12-year-old son do if you die on Tuesday?" — but by using what the client told you at the beginning, you can ask about the consequences more appropriately. Remember, the questions should create awareness of needs, not frighten the client.

5 OFFER PHASE

In this phase, you are now able to present the client with what levels of protection would be appropriate for them, as well as which types of policies, based of course on the analysis of their needs, life situation, finances, career, and family.

⚠ Important:

Creating needs is built on emotions — be careful that the client does not buy on emotion alone, but that it is a conscious decision. Listen to the client, do not assume for them, as we are not in their situation.

If the cost of the policies is significant, show the client why and give them a moment to tell you what they think. Ask questions, but only once you know their reaction!

You are close to being able to define what your client needs, because they have told you most of it themselves. Remember to remind them when presenting the offer: "You told me that... therefore I recommend!"

You are the adviser for this client, because your client wants solutions and guidance. That is why you met.

ADDITIONAL QUESTIONS FOR THE OFFER PHASE

- Children — how old are they? How long do you want to support them financially? → FIB?
- Mortgage — how long, what amount, interest rate? → Decreasing LC/CiC?
- Policy until death? Funeral costs → WOL

6 CLOSING PHASE

At this point, the client has chosen their protection options from the several variants you prepared. You can now move to finalising the sale — ask for payment details, and explain how the first premium will be collected, so they are prepared. Also explain how the insurer may respond if the client has a medical history.

PREPARING QUOTATIONS

Before determining the level of protection, you can ask the client how much they would like to pay, or prepare a quotation based on their needs and what is important to them. You can prepare one specific proposal or, for example, three: Gold, Silver and Bronze. Up to you :)

During a face-to-face meeting, the client can be completing the medical questionnaire at this time. This will save you 15 minutes.

CLOSING THE SALE

If you are presenting the offer and you sense something is not right, diagnose what it is and whether you can close the meeting then and there.

⚠️ 50% of meetings that are not closed immediately will never be closed.

Additional closing questions:

- What from this offer is most important to you?
- What would you like to keep?
- What amount can you allocate to insurance?
- Should I focus on the premium or the sum insured?
- What is most important to you right now? The rest can be added later.

Remember that a policy is bought with health and age. It builds trust when you do not "push", but also make the client aware that it may be too late — for example, they developed diabetes and you can no longer help them.

After presenting the offer:

- Is everything clear?
- Are you happy with this? (give the client a moment to think)

CLIENT OBJECTIONS

"I will compare offers / I need to read the terms / I will think about it..."

→ Each set of terms is about 80 pages — that will take a lot of time. What interests you the most? I am here to advise you. That is why we met.

"I do not know if I need this policy"

→ What matters most to you?

"Too expensive" (expected a different premium)

→ I understand this is a high premium, but please remember it protects you and your family at a high level. What amount would be acceptable? What premium were you expecting?

When facing objections, it is worth finding the cause and asking directly: "Is there perhaps something I have not explained clearly?"

THE 3 × YES TECHNIQUE

Collect 3 × YES:

- Are you happy with this?
- Is the price acceptable?
- Do you trust this solution?

FINALISING THE SALE

If everything is clear for the client — it is time to close.

"So when would you like the Direct Debit to be taken from your account? The 1st, 15th, or end of the month?"

"Great, we just need your sort code and account number."

7 REFERRAL PHASE

This is the phase where we want to obtain referrals from the client to their friends and family.

THE FINAL ACT — REFERRALS

At the end, remember to ask the client for a referral. You can prepare a form where the client first rates how much they enjoyed the meeting.

Remember to remind them that you agreed — if they are satisfied, you can count on a referral :-). They rated you 5 out of 5? Then please provide 5 referrals to friends.

As an adviser, you live on referrals — remember that every warm contact from your client is potentially another insurance meeting!

Also remember to mention to the client the emails they will receive from the Mortgage Magic system.

8 AFTERCARE PHASE

This is the phase where we visit the client again to review the documents with them, make sure everything is correct, so the client can sleep peacefully knowing they are fully protected, exactly as they wanted.

Good luck at your meeting! 🤝

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