

Term Made Simple

Producers Guide to Phone Sales

(Voice Signature & Email for Signature)

Overview:

The purpose of our phone sales process is to provide an alternative way to facilitate the completion of the application. All other requirements related to writing business with us remains the same as if the case were completed face to face. Our phone sales process is **ONLY** available on the Term Made Simple product.

Agents must adhere strictly to the company's guidelines and procedures related to our phone sales process. If an agent fails to remain in compliance, he or she can be prohibited from further use of this program.

The application website (www.InsuranceApplication.com) is used solely for the completion and submission of new applications. Once applications have been submitted to the Home Office, the agent must use our regular company websites (Agent Efile) to track the status of pending applications.

The following is a basic overview of the phone sales process:

- The application will be completed over the phone with the applicant.
- Using our Mobile Application, you will data enter all of the application information online.
- Collect signatures, either by Voice Signature, or by Email for Signature.
- A telephone interview is required on each application, and it is highly recommended these be completed at point of Sale.
- Finally you will transmit the application to the Home Office electronically.

Technical Requirements:

- Device with Internet Access (web browser) – used to complete the online application:
 - Tablet Devices
 - Desktop Computers
 - Laptops
- Telephone – used to complete the sale and produce the recording (if voice signature):
 - Your phone should allow you to make 3-way calls (conferencing feature) in order to complete the required telephone interview (if done point-of-sale).
- Voice Signature Only:
 - It is also preferable that your phone have the capability to disconnect one party from a conference call while allowing the other party to remain on the line. This will be helpful as you transition from making the recording to initiating the telephone interview.
 - If your phone does not allow you to selectively disconnect one party, you will need to disconnect both parties after the recording has been made. Then call the applicant back to initiate the telephone interview. (This feature can vary by type of phone and cellular/telephone provider.)
 - It is recommended that you test your phones capability to add and remove parties to a call prior to attempting your first phone sale.
- If using the Email for Signature option, you will need an active email account to receive signature correspondence.

Benefits:

- Eliminates the drive time to appointments.
- Agent friendly online application (e-app) process.
- Email and Voice signature methods provide an alternative to a physical signature.
- The application and all required forms are completed in their entirety; therefore, applications are received in good order.
- Issues with hand writing legibility are eliminated.
- Point-of-Sale underwriting recommendation is provided by interview company (MRS only).
- Leads to faster application processing:
 - Send the app from the point of sale (rather than wait until you have access to a fax machine or scanner), & it will be received in New Business in a matter of moments.
 - The application data you have entered uploads into our system (reducing the data entry time required in Home Office).
 - The less time it takes to receive and process the application, the faster the policy can be issued and the agent paid.
- Includes a built in quoting feature to ensure accurate premiums and/or face amounts.
- Partially completed applications can be saved to complete at a later time.
- A soft copy of paperwork is available for you to save / print for your records.

Key Points:

- Agent Licenses:
 - Agents must have a life insurance license in each state in which they write business.
 - The license requirement is based upon where the applicant is located at the time the application is being taken.
- Applications must be submitted via our on-line application:
 - Go to www.InsuranceApplication.com (select the “Mobile Application” option).
 - In order to access this website, you must first have an active agent number with our company.
 - The application contains edits to make sure all of the required fields have been entered.
 - Until such time as the application is transmitted, you can make changes to the application. If changes are made after the after the application has been signed, the application will need to be signed again.
 - Once applications have been transmitted, agent must contact Home Office to request changes.
- Agent Self-Registration Process:
 - Prior to accessing the online application, each agent must complete the self-registration process. To begin, go to www.InsuranceApplication.com (select the “Mobile Application” icon).
 - On the proceeding screen, click the link “New User or Password Reset”. Enter the pieces of information requested (including your agent number), then click the “Submit” button.
 - With the successful completion of the registration process, you will have access to the website and can begin the application process by selecting “New Application”.

Signature Option 1:

Voice Signature

- Training Tutorial / Other Instructional Documents:
 - Once you have logged in to the application website, you will have access to the “Instructional Documents” page. This contains numerous documents to assist you with the phone sales & app completion process. These include:
 - Instructions for Recording & Voice Signature Script
 - Important Application Statements Document
 - Online Application Training Tutorial
 - Underwriting Questionnaires
 - Please review these documents before attempting your first phone sale.
- Underwriting Requirements:
 - Underwriting requirements are the same as sales made face to face.
 - A Telephone Interview is required on all Term Made Simple applications. These should be completed at point-of-sale.
 - See product underwriting guide for Underwriting and New Business requirements.
- Telephone Interview:
 - A telephone verification interview is required on all Term Made Simple applications. The vendors to use for Point-of-Sale interviews are MRS or EMSI.
 - It is highly recommended that the interview be completed Point-of-Sale on all applications sold over the phone. If the sale is made outside of the vendor’s hours of operation, you can contact them the following business day (with the client) to complete the interview. Do not transmit the application until after the interview has been completed.
 - Point-of-Sale underwriting recommendation provided by interview company (MRS only).
 - For complete instructions regarding the Telephone Interview, please consult the “Telephone Interview” section of the product agent guide.
- Voice Signature Method:
 - Once you are ready to complete the health questions with the applicant, you will need to initiate a recording with the applicant following the procedures outlined in the “Instructions for Recording & Voice Signature Script” document.
 - The recording will be made using the American-Amicable Group’s recording system. Applications cannot be transmitted to the Home Office without a completed recording.
 - The first part of this recording is the reading of “Important Application Statements Document” to the applicant. This contains the various authorizations, notices & disclosures which are either part of the application or items presented to the client at point of sale. (There is also the option to provide this document to the applicant in advance of the call, thus eliminating the need to read the document as part of this recording.)
 - As part of this same recording, you will complete a voice signature with client. These must follow our approved Voice Signature scripts (contained in the “Instructions for Recording & Voice Signature Script”). Read each item on the script to the client and allow them to respond to each point.

****The recording must be completed prior to calling the interview vendor to complete the telephone interview**

Workflow for the Voice Signature Method:

Follow the steps described below in order to complete the application over the phone with the Voice Signature option.

- Step 1 – Call the client to begin the sales process
- Step 2 – Conduct your “warm up” with the client & make your sales presentation
- Step 3 – When you are ready to begin completing the application, login to the Mobile Application website (if you have not already done so).
- Step 4 – Begin data entering all of the application information.
- Step 5 – Once you are ready to begin the completion of the health questions with the applicant, initiate the required recording.
- Step 6 – With your client on the line, dial our toll free number 800-450-5495 to initiate the recording process with the Home Office recording service. You will need to use your phone’s conferencing feature. (3-way call)
- Step 7 - When prompted by the automated system, please enter the “Application Number” obtained from the Mobile Application website (it is a 6-digit number displayed near the top of the data entry screens.) The system will automatically announce the Application Number which you have entered so that you can verify it has been entered accurately. Once you hear the system say “This call is now being recorded”, you can proceed with the remaining steps.
- Step 8 – Follow the Steps outlined in the “Instructions for Recording & Voice Signature”. You will be recording the following items:
 - Reading of the “Important Application Statements Document”. This contains the authorizations, notices, disclosures, etc. (You also have the option to send these items to the applicant ahead of time to prevent the need to read them aloud to the applicant.), &
 - The Voice Signature with the applicant (this must be recorded on all phone sales using this method).
- Step 9 – Once the recording has been completed, you will disconnect from the recording service by pressing the “#” key. The applicant will remain on the line with you.
- Step 10 – Call the interview vendor to complete the telephone interview. You will need to use your phones conferencing feature to conduct this 3-way call.
- Step 11 – Advise the interviewer that this is an application for the Term Made Simple product. (If applying for the Preferred rates, please advise them of this as well.)
- Step 12 – Once the telephone interview has been completed, you’ll be provided a point-of-sale Underwriting recommendation (MRS only) and an interview “case” number.
- Step 13 – Finish any remaining data entry on the Mobile application (including entering the interview “case” number).
- Step 14 – Click the “Submit to Home Office” button to deliver the application to the Home Office (applications cannot be transmitted unless the recording, including the Voice Signature, has been completed).
- Step 15 – To check the status of the application, please consult “Agent Efile” or contact the New Business Department.

Signature Option 2:

Email for Signature

- **Underwriting Requirements:**
 - Underwriting requirements are the same as sales made face to face.
 - A Telephone Interview is required on all Term Made Simple applications. These should be completed at point-of-sale.
 - See product underwriting guide for Underwriting and New Business requirements.
- **Telephone Interview:**
 - A telephone verification interview is required on all Term Made Simple applications. The vendors to use for Point-of-Sale interviews are MRS or EMSI.
 - It is highly recommended that the interview be completed Point-of-Sale on all applications sold over the phone. If the sale is made outside of the vendor's hours of operation, you can contact them the following business day (with the client) to complete the interview. Do not transmit the application until after the interview has been completed.
 - Point-of-Sale underwriting recommendation provided by interview company (MRS only).
 - For complete instructions regarding the Telephone Interview, please consult the "Telephone Interview" section of the product agent guide.
- **Email for Signature Method:**
 - Once the application is complete (everything has been filled out), you will be prompted to email the client (and others if applicable) for their signature(s).
 - You will receive email notifications as signatures are completed.
 - Once all are completed, you will be able to submit the case.

Workflow for the Email for Signature Method:

Follow the steps described below in order to complete the application over the phone with the Email for Signature option.

- Step 1 – Call the client to begin the sales process
- Step 2 – Conduct your “warm up” with the client & make your sales presentation
- Step 3 – When you are ready to begin completing the application, login to the Mobile Application website (if you have not already done so).
- Step 4 – Begin data entering all of the application information.
- Step 5 – Once you have completed the application, complete the following steps for the Email for Signature process.
 - When prompted for signature on the mobile application, select the “Email For Signature” option.
 - In the “Your Email (optional)” box, enter your agent email. This will enable you to receive notifications as the signatures are received.
 - Click the “Send Email” prompt for the Insured, Owner (if other than the insured), and Payor (if other than insured).
 - Confirm the email addresses are correct.
 - Once confirmed, send the email(s).
 - Signee procedures:
 - Open the email.
 - Click on the link, which will take them to a secure website.
 - On this website he/she will log in using the last 4 digits of their Social Security Number
 - All of the application documents must be reviewed. Afterwards he/she will type in their name providing an electronic signature.
 - The agent is sent a confirmation email once all of the signatures have been collected.
- Step 6 – With all signatures collected, proceed to the “Applications in Progress” page and select the case.
- Step 7 – Click the “Submit to Home Office” button to deliver the application to the Home Office for processing.
- Step 8 – To check the status of the application, please consult “Agent Efile” or contact the New Business Department.

* **Reminder:** A Telephone Interview is required on every sale. It is highly recommended these be completed at point-of-sale (3-way call with the applicant). Refer to product agent guide for complete details on the phone interview process.

Signature Option 3: **Alternative to Voice Signature** **& Email for Signature**

As an alternative to the Voice Signature and Email for Signature processes, we do offer another method for completing sales of the Term Made Simple product over the phone. You have the option of taking the application information over the phone, and then sending the application to the client to obtain their wet signature on the application documents.

- Complete the application and all other required documents with the applicant over the phone.
- Send all the application documents (including disclosure forms) to the applicant. It is recommended that you clearly note on these documents all the places where a wet signature is required.
- Once all of the application documents have been signed, they can be sent to the Home Office by AppFax or AppDrop for processing.
- If you use this signature method, it is understood that it may take some time to send the documents out for signature and to have them returned by the applicant. However, please make every effort to minimize the amount of time between when the application was originally taken over the phone and the time the completed paperwork is submitted to the Home Office.
- Reminder: The telephone interview with the interview vendor cannot be completed until after the applicant has signed the application.