



2016 MDRT Annual Meeting e-Handout Material

Title: How Much More Life Insurance Can I Buy?

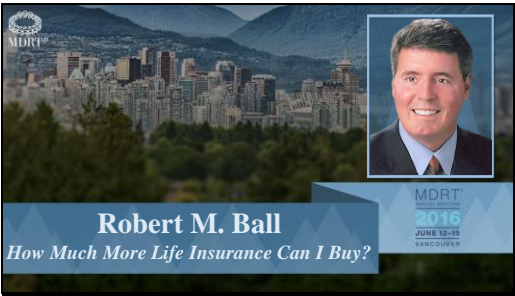
Speaker: Robert M. Ball

Presentation Date: Tuesday, June 14, 2016

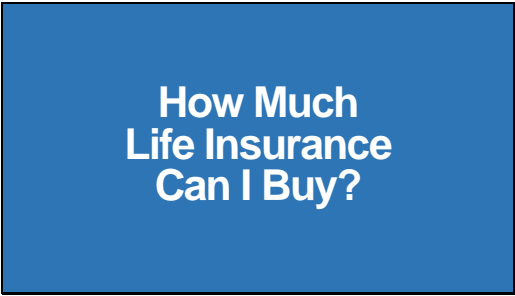
Presentation Time: 3:30 - 5:00 p.m.

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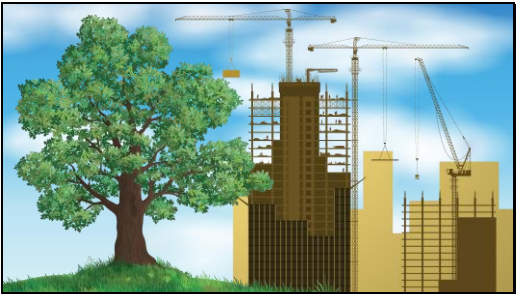


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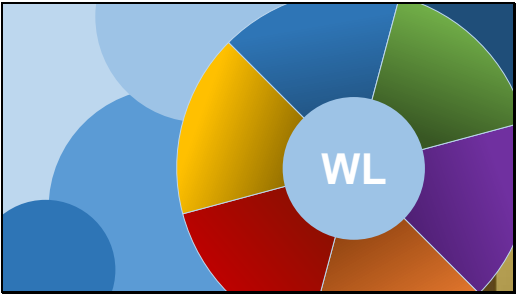
Robert M. Ball

Consultant, Coach, Advocate

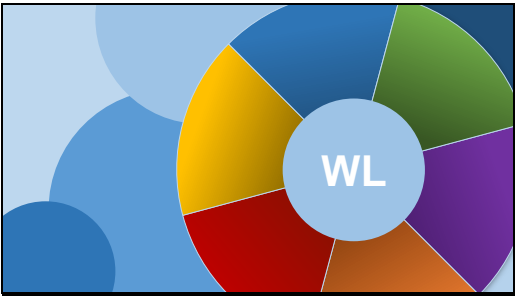
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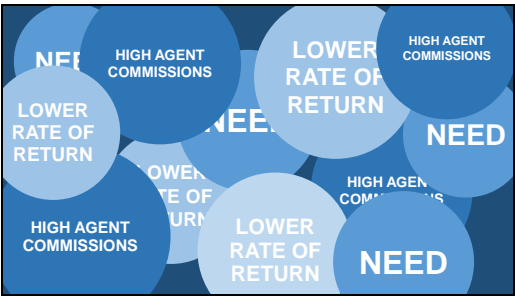
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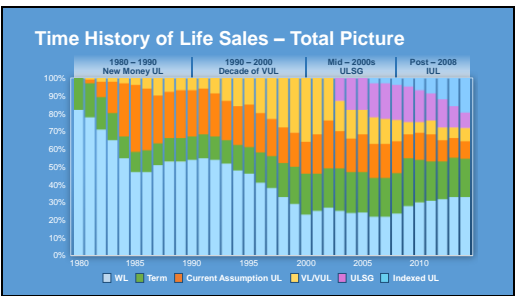
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Life Insurance Selling

1. Damage of Needs Analysis
2. Handling the Cost Objection
3. Death Only Presentations

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Pioneer? . . . Not exactly

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AMOUNT?

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WTC – Example #1

Fireman – 25
\$50,000 X 30
\$1,500,000

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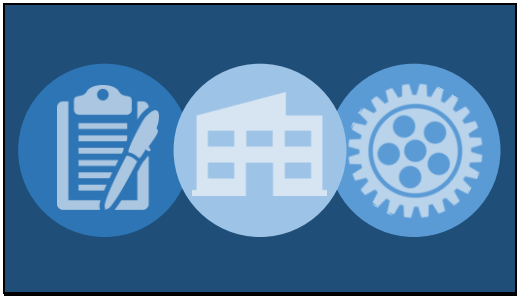
WTC – Example #2

Executive – 55
\$500,000 X 10
\$5,000,000

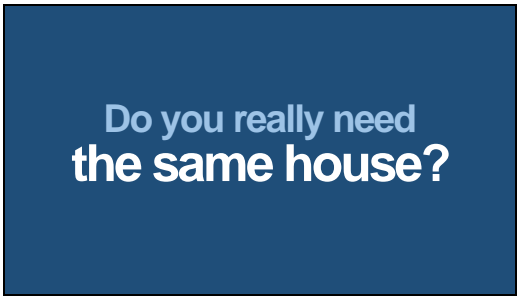
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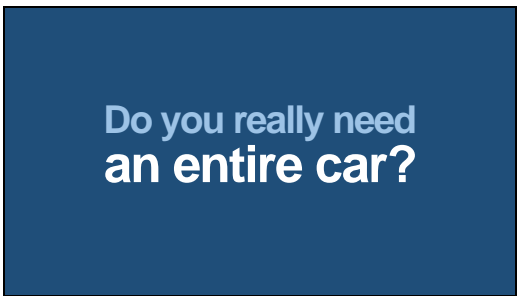
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Do you really need
a real diamond?

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INSURANCE

“To **FULLY** indemnify property
against all forms of
hazard and peril.”

Merriam-Webster Dictionary

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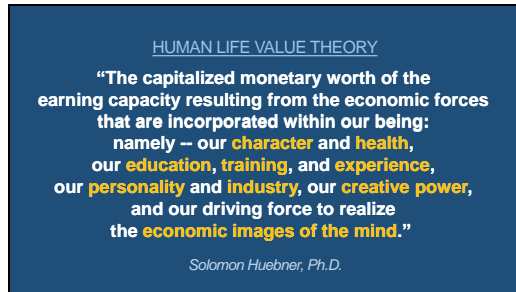
Common “Needs” Mistakes

1. Cost of living
2. Case facts never change
3. ROR on proceeds
4. Subtract assets and Social Security
5. No need
6. Drop policy someday
7. No cushion for unknowns

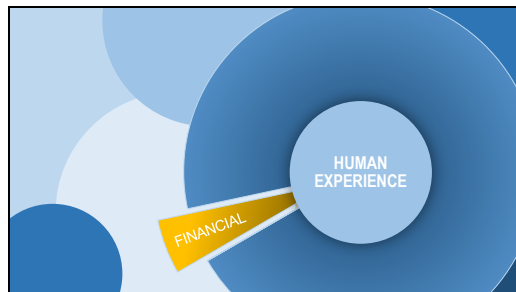
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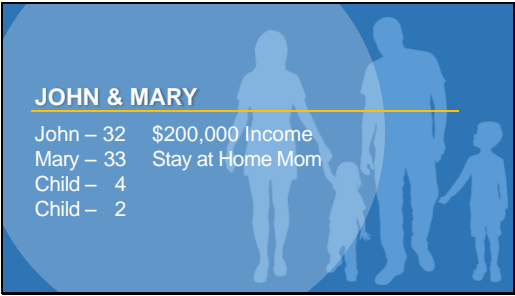
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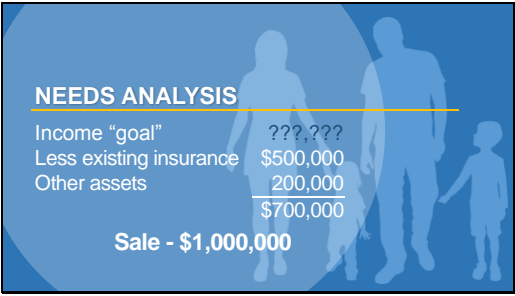
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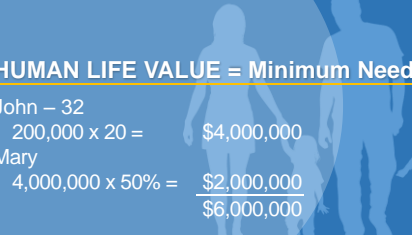
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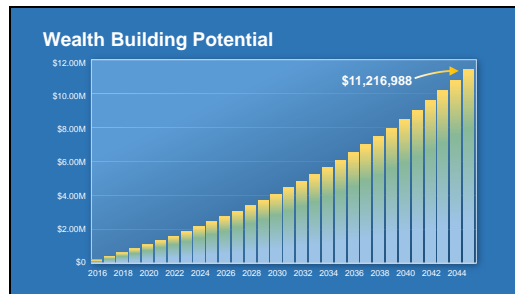
HUMAN LIFE VALUE = Minimum Need

John – 32
 $200,000 \times 20 = \$4,000,000$

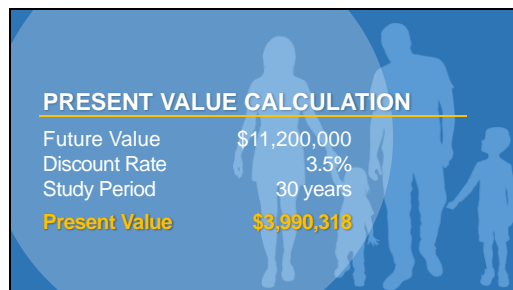
Mary
 $4,000,000 \times 50\% = \underline{\$2,000,000}$
 $\underline{\$6,000,000}$

[illegible]

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[illegible]

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PRESENT VALUE CALCULATION	
Future Value	\$11,200,000
Discount Rate	3.5%
Study Period	30 years
Present Value	\$3,990,318

[illegible]

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How much life insurance
don't we ever recommend...

per client?
per month?
per year?
per career?


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**Buy only what
you NEED...**

and drop it
ASAP



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TYPE?

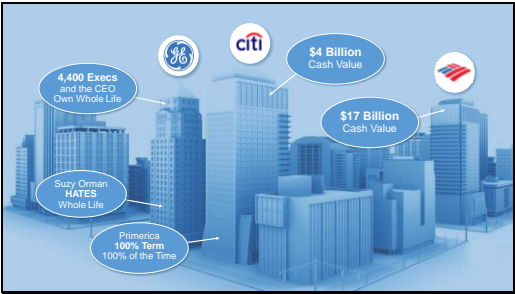
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Adjustable,
Universal,
Variable, Survivorship
Life Insurance

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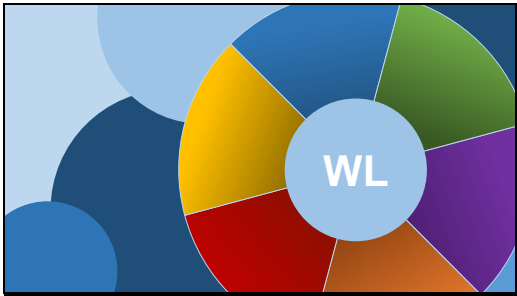
COLI & BOLI			
✓	Tier 1 Capital	✓	Cash Value
✓	Death Benefits	✓	Liquid
✓	Disability Benefits	✓	Rate of Return
✓	Law Suit Protection	✓	Low Risk

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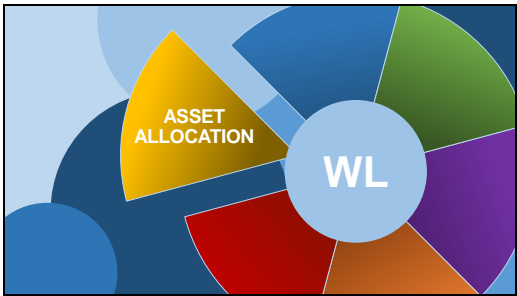
“Inevitable Gain”

John O. Todd Organization
Circa 1950

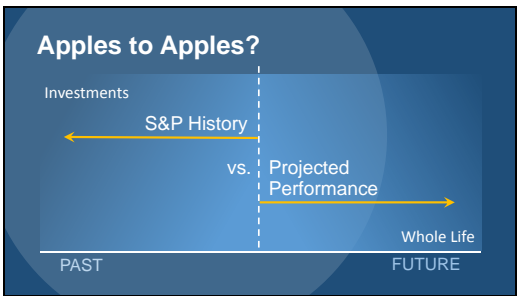
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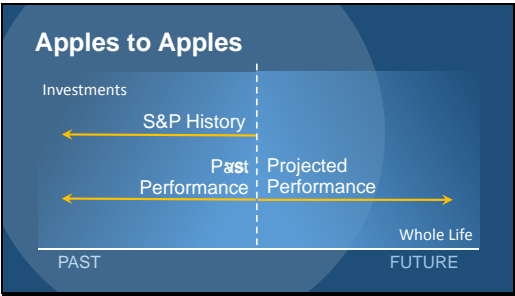
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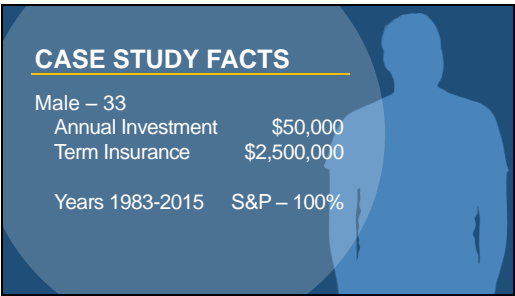
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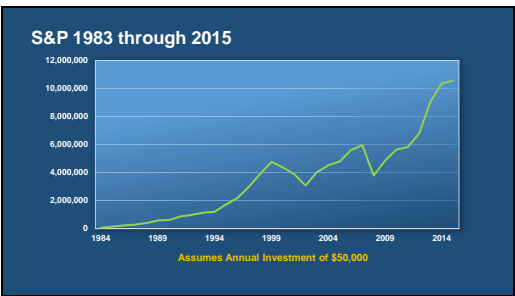
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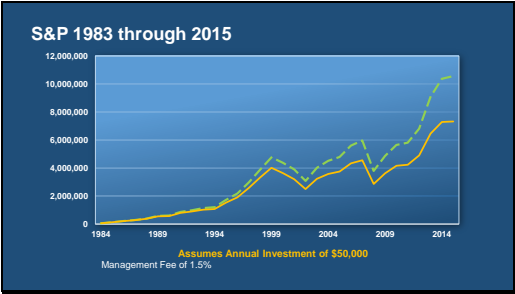
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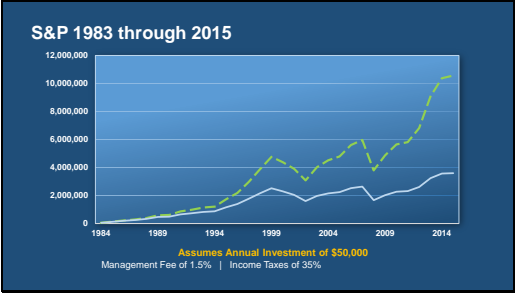
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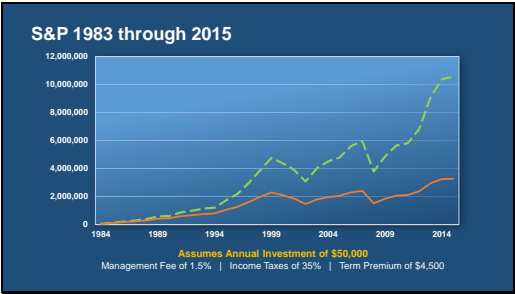
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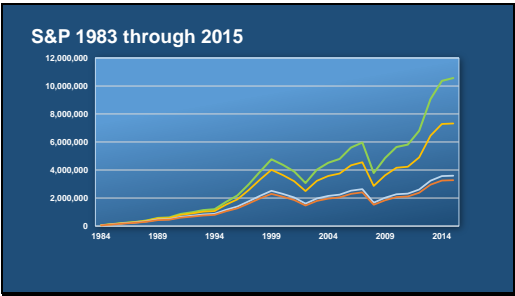
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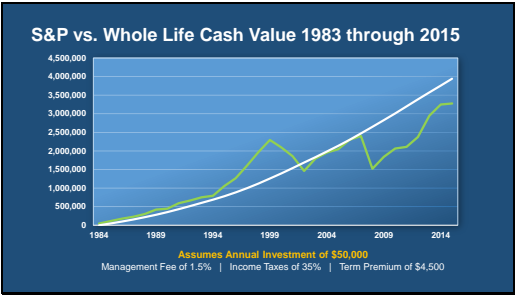
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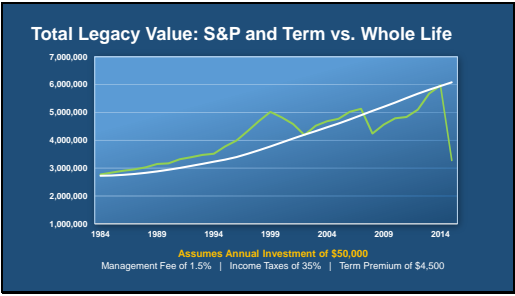
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Cash Flow Sources*

What you earn

Your insurance costs

Your annual savings

Your debt and mortgage

What's left for lifestyle

Total Hypothetical Cash Flow

* Based on \$250,000 Household Income

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Cash Flow Sources*

What you earn

Your insurance costs

Your annual savings

Your debt and mortgage

What's left for lifestyle

Total Hypothetical Cash Flow

* Based on \$250,000 Household Income

\$ 2,500

\$ 2,500

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Cash Flow Sources*	
What you earn	\$ 2,500
Your insurance costs	1,000
Your annual savings	
Your debt and mortgage	
What's left for lifestyle	
Total Hypothetical Cash Flow	\$ 3,500
* Based on \$250,000 Household Income	

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Cash Flow Sources*	
What you earn	\$ 2,500
Your insurance costs	1,000
Your annual savings	16,000
Your debt and mortgage	
What's left for lifestyle	
Total Hypothetical Cash Flow	\$ 19,500
* Based on \$250,000 Household Income	

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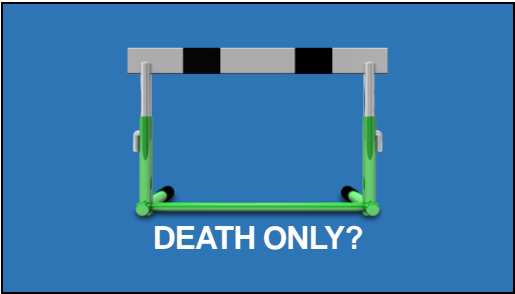
Cash Flow Sources*	
What you earn	\$ 2,500
Your insurance costs	1,000
Your annual savings	16,000
Your debt and mortgage	13,775
What's left for lifestyle	
Total Hypothetical Cash Flow	\$ 33,275
* Based on \$250,000 Household Income	

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Cash Flow Sources*	
What you earn	\$ 2,500
Your insurance costs	1,000
Your annual savings	16,000
Your debt and mortgage	13,775
What's left for lifestyle	12,500
Total Hypothetical Cash Flow	\$ 45,775

* Based on \$250,000 Household Income

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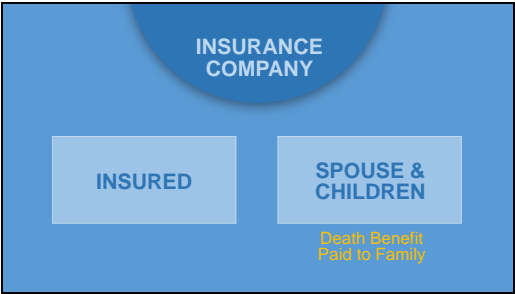


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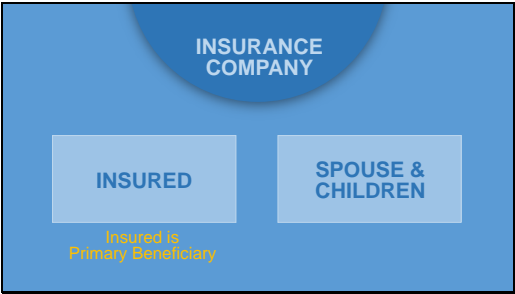
WHAT IS LIFE INSURANCE?

**“A contractual promise
of capital to be
delivered in the future.”**

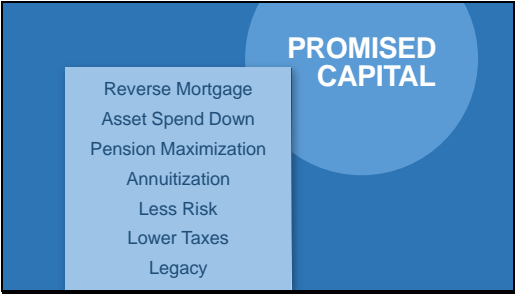
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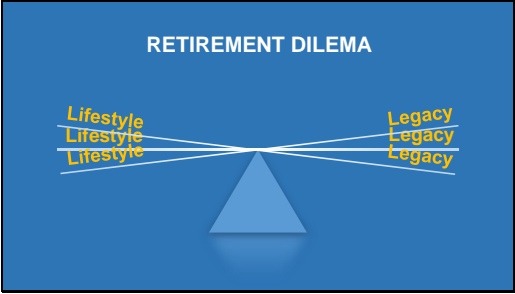
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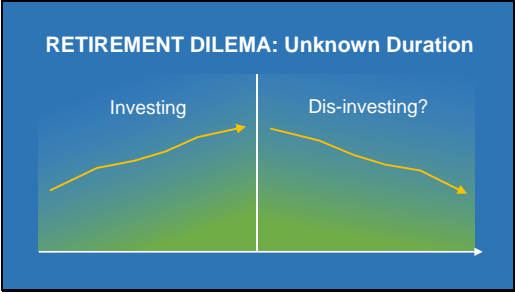
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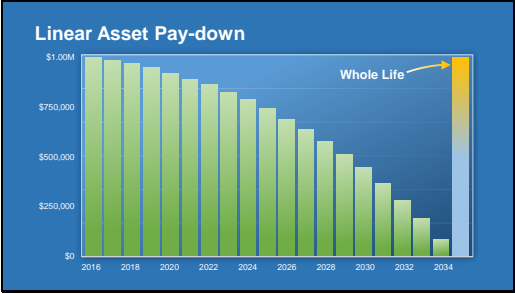
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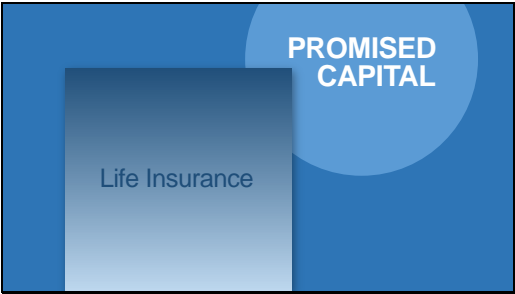
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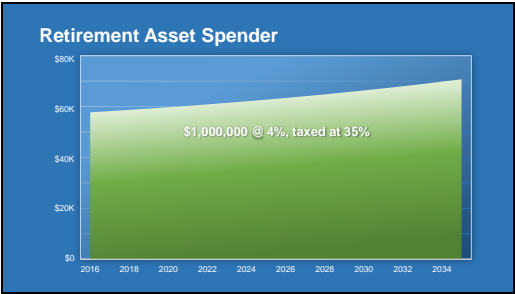
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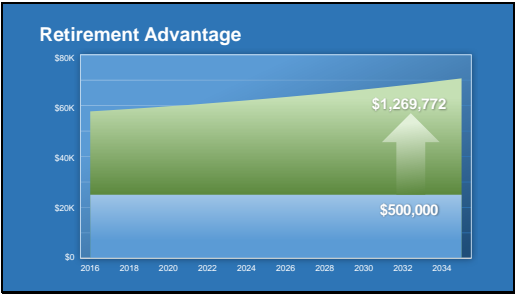
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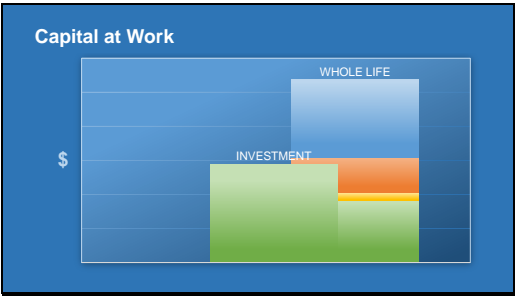
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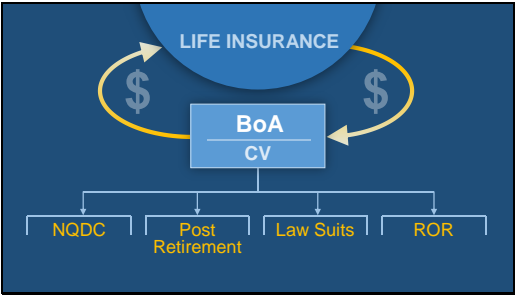
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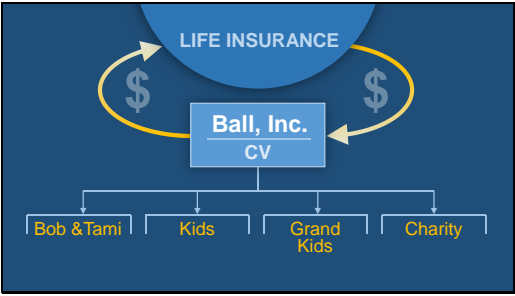
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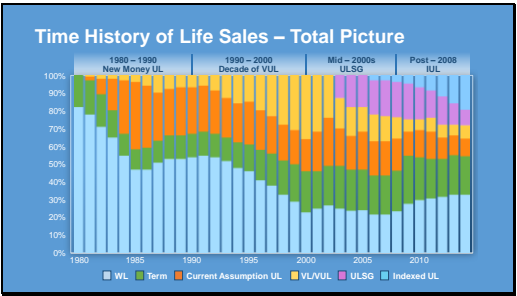
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Life Insurance Selling

1. Damage of Needs Analysis
2. Handling the Cost Objection
3. Death Only Presentations

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Life Insurance Selling

1. Human Life Value Theory
2. Handling the Cost Objection
3. Death Only Presentations

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Life Insurance Selling

- 1. Human Life Value Theory
- 2. No Additional Out-of-Pocket
- 3. Death Only Presentations

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Life Insurance Selling

- 1. Human Life Value Theory
- 2. No Additional Out-of-Pocket
- 3. Live to Age 90 Plus!

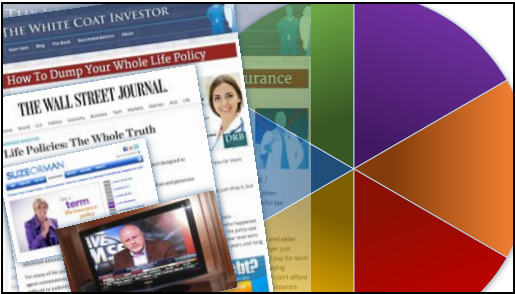
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Q&A

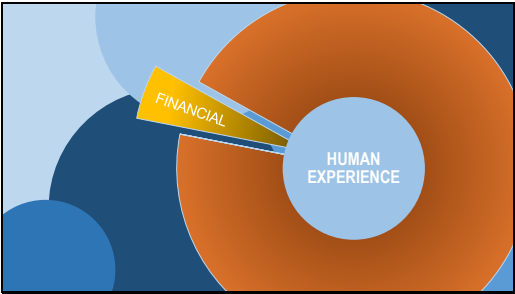
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