



## **Telesales Fast Start Package: Selling Silver Guard<sup>®</sup> Using the INSpeed<sup>®</sup> with LIVE Underwriting Process**

Traditionally an agent has sold personal lines of insurance products during a face-to-face appointment with a client. Obviously, most business written today is done using this approach. It allows the agent to create a relationship and qualify the client for both need and appropriate product to solve the need identified. One of the other benefits from an underwriting point of view is that the agent can help the company determine the general health and status of the person being underwritten by seeing them in person.

The telesales approach to selling allows the agent to prospect using all the traditional mass marketing methods (mail, magazine inserts, television, radio, etc), and the Internet. The key difference between telesales and a traditional face-to-face approach of selling is the agent completes the entire sales process over the phone. In most cases, the agent is marketing in a much wider geographic area (often times nationwide) since the cost is reduced to complete the sales process. Gas prices and commuting time continue to be a significant expense for agents. Too often the agent will drive for miles only to get “porched” on one out of three appointments. The telesales process allows the agent to complete the entire application over the phone with our call center and their client on the phone, and capture signatures and confirm identity using our voice recording process. Well over 90% high of all Silver Guard applications enrolled using INSpeed with LIVE Underwriting can offer a decision immediately while the agent and applicant are on the phone with the call center.

This document provides our marketing organizations and their agents with best practices used by some of our telesales leaders. This document reviews.

- Agent selection and training process
- Direct mail and other lead generation methods
- Phone scripts and handling common objections
- Sales process best practices
- The direct to consumer pre-qualification and sales process

This document also provides outlines the Silver Guard product, and telesales process using Baltimore Life’s INSpeed with LIVE underwriting. INSpeed allows you to enroll applications over the phone with our call center using a paperless process. Some of the additional content that follows includes:

- Call center details and underwriting instructions to complete a Silver Guard application using INSpeed with LIVE underwriting
- Effective policy placement and retention tips
- On-line agent marketing, training, and best practices to write quality business
- Using fillable PDFs paper apps to support your telesales process

- Methods to provide the applicant with the Notification and Disclosure statements Form 7640. This is required prior to voice recorded signature capture using *INSpeed*.
- State disclosure statement requirements (Pennsylvania and Maine only)
- State specific requirements for replacements of existing insurance

## **Best Practices for Telesales**

### **Agent Selection**

- Some of our successful independent marketing organizations (IMO) contract both licensed agents that work remotely and licensed agents that work in an organized call center for final expense telesales. Agents who produce primarily final expense business exclusively using the telesales process are the most successful candidates. IMOs are finding that agents without prior industry experience tend to be more successful candidates for an organized call center position.
- When selecting agents for the telesales marketing programs, our successful IMOs use a multi-step selection process when recruiting a new agent. The interview process involves meeting with several associates in the marketing organization to provide candidate feedback.
- During the selection process the agent reviews examples of prospect presentations, and listens to the sales process of an active agent. The agent receives a full review of the training program, prospecting methods, licensing requirements and the compensation program.
- Some of our successful IMOs require agents contracted to purchase a minimum of 2,000 direct mail leads per month. They manage the purchase of all leads and direct mail distribution. We also have a successful IMO that requires their telesales agents to pay for the use of a CRM or lead management software that is managed by the IMO. These software systems are used to track marketing, sales results, and quality business results for each agent. They also support lead management, call recordings, scripting, and predictive dialing features. Of course, most IMO's offer leads, CRM/lead management software, and training to their licensed call center reps, and contract at an appropriate commission rate to cover the overhead costs.

### **Agent Training**

- Our successful IMOs deliver a well-defined agent training program for a 2-3 week period. Training includes, marketing, phone approaches, establishing creditability, sales process/presentation skills, products, underwriting, time management, and customer service. Some of our IMOs require agents to produce a demo recording of their sales and enrollment process to insure that it is being done correctly.
- Agents from our successful marketing organizations go through routine audits of their marketing, sales, enrollment activity, and quality business measures.
- Our successful marketing organizations that contract satellite agents for telesales require them to participate in regularly scheduled conference calls each week. During the calls, management from the marketing organization discusses marketing and sales best practices, and monitors the agents prospecting and sales results.

### **Direct Mail and Other Lead Generation Methods**

Our successful marketing organizations advocate the use of direct mail as the primary method to generate leads. If agents are working independently (outside of a call center), they must have a continuous flow of qualified leads in order to be successful using the telesales process. Our successful IMOs have determined that an agent must have 50 qualified prospect leads (i.e., returned mail response cards) each week in order to be successful. Our IMOs report that the average direct mail return rate is

1.0%-1.7%. An agent must mail approximately 4,000-5,000 direct mail pieces each week. Out of 50 qualified lead responses each week, 12%-16% will result in an application written. Out of the prospects returning a lead response card, you will make a presentation to approximately 60%. A certain percentage of lead cards returned will not offer a phone number. Another percentage of the lead cards returned will not answer their phone when called. An agent should expect to make up to four calls in order to talk to the prospect. Calls should be attempted at different times of the day. An agent should work with their IMO to find a qualified list broker and to schedule routine direct mail drops in their selected market area. When selecting criteria for a senior prospect that may purchase a simplified issue, small face amount life insurance policy, you should consider the following criteria:

- Ages: 50-80
- Income: \$25,000-\$75,000
- Single family dwelling address
- Eliminate rural routes with box numbers
- Omit records with P.O. boxes

In order to maintain a continuous flow of qualified prospects, an agent might also use some of the following prospecting methods:

- Predictive Dialer (requiring a telesales rep to pick up the phone once a prospect is reached)  
Baltimore Life requires certification from an IMO if their agents are using a predictive dialing process to generate leads; robo dialers using a recorded announcement message cannot be used
- Calling non-responders from your mail list
- Newspaper advertising
- Internet advertising
- Television and radio advertising
- Develop a referral system with another business working the senior market
- Cross marketing existing clients
- Community based marketing events
- Referred Leads

Baltimore Life has approved direct mail pieces that can be used when prospecting seniors for our Silver Guard products.

### **Phone Scripts and Handling Common Objections**

The telesales script for Silver Guard, Form 8532, can be used when calling a prospect that responded to a pre-approach mailer, or when you are calling prospects from a list who did not respond to a mail piece. If you are calling from a list, be sure that all listings have been scrubbed against the federal and any state do not call list. You will find the telesales script in the Silver Guard-Senior Life toolkit, along with a common objections script that you might receive when communicating with a prospect, and ideas on ways to respond.

### **Sales Process Best Practices**

- Be sure that the agent is proficient using your approved sales process. Developing a relationship with a prospect over the phone is certainly more challenging than it would be in face-to-face interview. Also, handling objections can be more challenging when talking with a prospect over the phone.
- Early in the sales process, establish a need, solution, and agent credibility with the prospect.

- Prior to making a selection of a product to recommend, review health history with the prospect.
- Make a product selection based on the client’s health history, determine their ability to pay, and a comfortable monthly EFT premium to quote. It can be effective to present three premium and face amount options to the applicant based on their affordability.
- Premium and guaranteed cash value calculations can be generated using Baltimore Life’s MobileLink software. Go to [mobile.baltlife.com](http://mobile.baltlife.com). When you go to this site, you can create a short cut on your smartphone, smart tablet, or computer.
- When setting up the EFT, agents are encouraged to use the “day/week” of the month draft option that aligns the applicants draft to the day/week of the month when they have their social security retirement or pension payments deposited. The client can also select a specific day of the month for their EFT. The draft day selected can not be more than 30 days in advance, and can not be on the 29<sup>th</sup>, 30<sup>th</sup> or 31<sup>st</sup>. Regardless of what draft day option is selected, the agent is always encouraged to allow Baltimore Life to draft the first premium from the applicant’s account immediately. This will put you in a much better position to have the first payment drafted successfully, and life insurance coverage applied for effective assuming the application is approved. In order to verify checking account information when setting up an EFT, many of our IMO’s use a service offered by BetterCheck ( [www.bettercheck.com](http://www.bettercheck.com) ).
- Close the sale verifying the product sold, premium/draft day, face amount of protection, and named beneficiaries.
- Prior to contacting the Baltimore Life *INSpeed* call center, complete a paper copy of the Silver Guard application, Form 7430-0508 (or state specific variation), in order to make the enrollment interview go smoothly (you do not need to submit the paper application used to support an *INSpeed* enrollment interview). Some IMO’s use their own fillable document that contains the same questions from the application, or the add the applicant responses into their CRM.
- To support the pre-qualification of your applicant, review the underwriting section of the Silver Guard Agent Underwriting and Product Guide (Form 8520). This section of the guide reviews application eligibility rules, height and weight chart, review of the *INSpeed* and paper application processes, and underwriting tips.
- It is important that you read or provide a copy of the disclosure statements from the application to the client prior to contacting the call center. You will find the disclosure statements from the application contained on Form 7640 or state specific variation (Form 7640 is titled “Notification and Disclosure Statement). In order for the call center to accept a voice recorded signature from the applicant/policyowner/payor, these important disclosure statements must be heard or read to the applicant prior to contacting the call center. If an e-mail address is available, you could also send form 7640 to the applicant prior to contacting the call center.
- If required, you can complete the NAIC Replacement Notice, Form 7296, over the phone at our call center and use our voice recorded signature process via *INSpeed*. The agent will need to read the disclosure statements or provide Form 7296 to the client prior to completing the application with our call center. This process can be used in all states except Pennsylvania, Florida, and Arkansas. In these states, you must complete a paper copy of the state specific replacement forms only if policies are being replaced, and fax/e-mail them to our new business center.
- Pennsylvania and Maine require that a disclosure statement be completed for all products that are filed as “non-illustrated” with the state. Since Baltimore Life does not require an illustration for our Silver Guard products, the agent must complete these disclosure statements and provide a copy to the client at the point of sale in these states. The completed and signed statement should be faxed/e-mailed to the New Business center to satisfy the requirements for each case.

## Pre-Qualification and Sales Process

### Steps in the Process

#### 1. Conversation with agent pre-screening the lead

Verify accuracy of information on either a mail response card, data from data file used for predictive dialer, or response from an outside advertising lead. (name, age/DOB, spouse name/DOB, address, interest in a quote for final expense. Ask the prospect if they have a checking or savings account. Before transferring the call to the agent of record, ask a short list of “knock out” health questions.

#### 2. Call is transferred to agent of record:

The agent of record will complete pre-qualification, review features and benefits of the product along with a quote, review notification and disclosure statements, and complete the Baltimore Life app with the Elite Sales Processing (ESP) tele-interviewer. (Steps “a-d” take approximately 7-10 minutes, step “e” takes 3-20 depending on applicant’s health history, steps “f-h” takes 10-15 minutes)

- a. **Introduction/warm up and reminder about any special offers:** Agent will do a little warm up (small talk) with the prospect. If the lead was generated with an offer to get information on a Rx Card or other special program, remind prospect about what the card offers, and look for it in the mail.
- b. **Review what will be completed on the call:** Let prospect know that they would like to determine what need they might have, get some additional information about their health, review the features and benefits of the product, and provide a quote.
- c. **Determine Need:** Ask the prospect “if they are just looking to cover final expenses or something a little extra.”
- d. **Review information about the IMO:** Establish creditability of IMO, reminding them that they offer products with multiple companies, but represent the client to offer the best product for their situation.
- e. **Verify Age/DOB and Review Health Questions:** Ask the prospect all questions related to health conditions outlined on the document. The agent will also ask about medications taken, and work with the prospect to determine what health condition is being treated with the medications (most IMO’s have a medication reference sheet that supports this process). The agent records all the medications taken on a Baltimore Life app or an internal form used by the IMO. (This can sometimes take a little longer because the applicant walks away to find their Rx bottles). This helps the agent determine what carrier they can place the business with.
- f. **Determine a premium that is affordable, review feature and benefits of product, offer multiple quotes, and close the sale:** The agent will work with the prospect to determine an affordable premium, and review features and benefits of the product. They will quote the appropriate product/company with a face amount that matches the premium requested, a quote with a premium slightly lower, and one slightly higher.
- g. **Collect the balance of the information on a Baltimore Life app or form used by IMO internally:** If there are not objections, the agent records the following on a paper Baltimore Life app, or form used by the IMO; name, address, beneficiary, replacement info, physician info, etc. In addition the agent records the social security number and banking info on this form.
- h. **Prepare applicant for call with ESP to complete Baltimore Life application and read the Notification and Disclosure Statements (replacement disclosure if required):** This is a final preparation step prior to contacting Baltimore Life’s INSpeed call center to complete the application.
- i. **Follow up steps after application is completed:** After an application is written by the agent and the ESP call is completed, agents submit the application to their new business team. Some IMO new business teams will type all the information into their CRM. They destroy the paper forms used to collect the information. IMO sends the client a thank you letter outlining what they purchased, premium, draft date, and overview of the IMO with a contact phone number for service.

## Underwriting Decision Process

You will pre-qualify your client using the application Form 7430-0508 or its state specific variation as a worksheet. Pre-qualification includes ensuring the sale is complete, the applicant can qualify for either Silver Guard I, II, or III based upon the medical questions contained in Part 1 and Part 2 of paper application, and all necessary information is gathered beforehand that is required to underwrite and issue the application. During the INSpeed call when the applicant is answering the medical questions, additional questions may be asked by the call center representative. These questions will help us verify use of prescription drugs or other medical data that is presented to us when searching their prescription drug history and MIB, Inc's database. This process will allow our call center representative to make a live underwriting decision in most all cases.

To assist you in classifying an applicant's medical condition, we need to start with the application.

- Part 1 questions do not fall under any time limit.
  - Questions 1, 2 and 3 are generally "have you ever" questions, and must be answered accordingly.
  - Question 4 applies to the proposed insured's current condition. A yes answer to any Part 1 question will result in a denial of coverage.
- The lead in to Part 2 of the application states "In the past two (2) years, have you been told or have you had a medical diagnosis, received treatment, had symptom(s) or been hospitalized for any of the following?"
  - A series of health questions follows. While diagnosis, symptom(s) and hospitalization are easily understood, the concept of treatment may require some clarification.
  - Treatment applies to any medical condition(s) that has occurred within two years prior to the date of the application.
  - Medication for certain conditions named on the application must always be considered ongoing and current treatment.
  - Congestive heart failure, chest pain (angina), Alzheimer's/dementia, insulin dependent diabetes, and chronic renal insufficiency/failure (kidney disease), though not an exhaustive listing, are major examples of such conditions. People currently taking medication for, or otherwise receiving treatment for these conditions should NEVER answer any health question that relates to their individual condition "No", even if the condition was diagnosed more than two years ago. The appropriate answer to any question relating to these conditions is "Yes". Cancer that has been diagnosed, but is currently being "watched" by medical professional, without active treatment, also requires a "Yes" answer.
  - In addition to the application, the following forms are required to be provided or read to the applicant prior to contacting the INSpeed Call Center. These forms can be printed or ordered from the secure area of our website.
    - Notification and Disclosure Statement, Form 7640-1111 or its state specific variation
    - Authorization of Release of Health-Related Information (HIPAA), Form 7699
    - In Pennsylvania and Maine only, Pennsylvania Disclosure, Form 1589 and Maine Disclosure, Form 7060 ME– Complete a paper version of these forms, wet sign and send to New Business.
- The NAIC replacement form, Form 7296-1201-NAIC, if applicable, is completed during the INSpeed call. If there is a replacement of coverage in PA, FL or AR, a paper version of state specific replacement form with a wet signature is required, and should be sent to New Business via fax to (866) 892-6428 or [newbusiness@baltlife.com](mailto:newbusiness@baltlife.com).

## Call Center Details

Once you have pre-qualified the applicant using the application, you will contact the *INSpeed* with LIVE Underwriting Call Center toll-free at **(888) 368-9678**. Our LIVE Underwriting Call Center hours are 10:00 a.m. to 8:00 p.m. Monday through Friday, EASTERN TIME ZONE. For all interviews:

- The applicant, owner, and premium payer via bank draft must participate on the call to complete the electronic voice recorded signature process. Please be sure to provide or read all required disclosures statement prior to the call.
- As the agent, be prepared and have all necessary information gathered from the first page of the application prior to contacting the call center such as applicant information, beneficiary information, etc., as you will be providing this information. The call center representative will ask your client the APL question, all health questions in Part 1, 2, and 3, and their bank information and EFT draft request..
- If you want the policy to be mailed directly to the client, be sure to advise the call center representative when asked.

## Effective policy placement and retention tips

- Once a sale is completed, a thank you letter (or welcome package) should be sent to the client that includes a review of what was purchased, Notification and Disclosure statement (Form 7640) or state specific variation) that was reviewed with the client prior to the enrollment interview, draft day reminder, agent and marketing organization bio, Silver Guard product brochure (Form 7809) that also includes information on Baltimore Life.
- We also encourage agents to make a follow up call to the policyowner upon the receipt of the policy that was mailed directly from Baltimore Life. During this call the agent can review the policy details, review the bank draft date, and remind the client of their contact information. This a great way to solidify the relationship with the client and ask for referred leads.
- Staying in touch with your client is an important ingredient to ensure that the policies you have written maintain a high persistency rate. If the client is paying their premium using a monthly bank draft and have selected a future draft day, call them 3-4 days before the first draft just to make sure they remember their draft day. They might have selected this draft day several weeks prior during the application enrollment process, so a reminder will ensure a successful first draft.
- It is also a very good business practice to communicate with your client periodically by phone, mail or electronically. In order to maintain a low first year lapse rate and high long term persistency, contact your client every 6 months just to say hello. This casual communication will go a long way to solidify the relationship and improve business persistency. One of the methods you can use to stay in touch with your client is sending an electronic greeting card. You can send birthday and holiday cards to all of your clients. This is a very easy and cost effective approach to stay in touch with your clients. You may also consider providing your client with a complimentary copy of Baltimore Life's "Personal Memorial Planning Guide Form 4093." The memorial guide is an excellent tool to help your client record personal information that would be needed by their loved ones in the event of their death. We also offer a fillable electronic version of the memorial planning guide on our agent website in the Silver Guard-Senior Life toolkit. Don't forget to ask your client for referrals each time you make a contact.

## Silver Guard – Senior Life Toolkit

On our agent website you will find the “Silver Guard- Senior Life Toolkit.” In the toolkit there are many marketing pieces and point of sale tools that can support your sale of Silver Guard to senior prospects. We also offer on-demand and live training webinars for our agents. Here is a list of some of the materials you will find in the Silver Guard-Senior Life toolkit.

- **Silver Guard Agent Underwriting and Product Guide-Form 8420** – Product description, rates, cash values, underwriting requirements, and information on the *INSpeed* with LIVE underwriting process are contained in this product guide.
- **Application and Forms Package:** Print or order the application and all forms you need to complete the Silver Guard enrollment interview using *INSpeed* or when submitting a paper application.
- **Silver Guard State Approval and Forms List (Form 7641)**
- **Secure Solutions MobileLink:** You can put a link on your mobile phone, tablet, and computer that will provide you with a product overview, underwriting information, and a rates/values calculator. Go to [mobile@baltlife.com](mailto:mobile@baltlife.com)
- **On Demand Training:** Agents can review the Silver Guard product, and an overview of the *INSpeed* process for Silver Guard by accessing our on-demand training library. Other on-demand training modules include:
  - Answering the Need to Pay Final Expenses for our Seniors:
  - Quality is Everyone’s Business
  - Final Expense Phone Approaches & Handling Objections
  - Final Expense Sales & Marketing Success Stories
  - Understanding Social Security
  - Focus on Referrals
- **Live Webinar Reservations:** Make a reservation to participate in one of our LIVE webinar training session reviewing the senior market, Silver Guard and the *INSpeed* with LIVE underwriting process.
- **Secure Solutions Presenter:** Software that provides you with a point of sale presentation for Silver Guard, other Baltimore Life products, and financial concepts.
- **Telesales Script-Silver Guard (Form 8532)**
- **Senior Life Lead Card (M8222)**
- **Senior Life Lead Card (FE4)**
- **Additional Silver Guard Marketing Materials:**
  - Silver Guard Client Brochure (Form 7809)
  - Personal Memorial Planning Guide (Form 4093)
  - Silver Guard Senior Life Advertisement (ad009)
  - Silver Guard Four Important Guarantees (ad098)
  - Silver Guard Whole Life is the Answer (ad099)
  - Silver Guard Plan for the Future (ad151)
  - Silver Guard Client Flier and Reply Card (ad8554)
  - Silver Guard Prospecting Letter (PR0051)
  - Phone Scripts for Face To Face Sales (M-8222 S1-S3)



## **Using fillable PDFs in preparation of Silver Guard-INSpeed interview or submitting a paper app**

Once the agent completes the sales process with an applicant over the phone, and prior to calling the call center to enroll the Silver Guard application using *INSpeed*, it is recommended that a paper version of the application be completed with the client (or use your own document or CRM to gather similar information). By completing a paper app before contacting the call center, the agent can gather all the information that will be required during the application interview. It will also give them a chance to make sure that their client understands all the questions that will be asked by the call center representative during their portion of the interview. The paper or fillable pdf version of the application is only used by you as a worksheet to support the interview with the call center. It should not be submitted to Baltimore Life. The client cannot be “coached” by the agent, the call center representative or a client’s family member during the call center application interview. The client must answer all questions independently.

There will be certain situations when a paper application will be required instead of enrolling via *INSpeed*.

- If applicant or agent does not want to enroll using the *INSpeed* process through our call center.
- If the applicant wants to backdate the policy issue to conserve age.
- The applicant wants to pay premium on a direct bill mode or use a credit card (VISA, Master Card or Discover) for the first premium

In these situations, the agent can use a fillable version of Form 7430-0508 in order to complete a paper app and send it to the client for a wet signature.

## **State disclosure statement requirements**

Pennsylvania and Maine require that a disclosure statement be completed for all products that are filed as “non-illustrated” with the state. Since Baltimore Life does not require an illustration for our Silver Guard products, the agent must complete disclosure statements and provide a copy to the client at the point of sale in these states. The completed and signed statement should be faxed/e-mailed to the New Business center to satisfy the requirements for each case. The requirement of this form will not delay the underwriting decision, but is considered an outstanding requirement. The agent should complete a paper version of the disclosure statement with the client, and obtain a wet signature, prior to enrolling an application through the *INSpeed* with LIVE underwriting call center. The state disclosure forms are not completed as part of the *INSpeed* enrollment process. The completed forms should be faxed to New Business at 866.892.6428 or emailed to [newbusiness-independentsales@baltlife.com](mailto:newbusiness-independentsales@baltlife.com). Use the following disclosures for in Pennsylvania and Maine:

- PA Disclosure Statement, Form 1589
- Form 7060ME, Maine Preliminary Statement of Policy Cost

## **State specific requirements for replacements and existing insurance**

If required, you can complete the NAIC Replacement Notice, Form 7296, over the phone at our call center and use our voice recorded signature process via *INSpeed*. The agent will need to read the disclosure statements or provide Form 7296 to the client prior to completing the application with our call center. This process can be used in all states except Pennsylvania, Florida, and Arkansas. In these states, you must complete a paper copy of the state specific replacement forms only if policies are being replaced, and fax them to our new business center.

Refer to Baltimore Life's Replacement Form Reference Guide Form 5994 for specific form numbers. This form also identifies the states that have adopted the NAIC replacement rules. You can find Form 5994 in the Silver Guard-Senior Life toolkit on the agent website. If a paper application is being completed, you should fax a signed replacement form along with the application and any other appropriate forms to New Business.

### **Overview of the e-mail/fax app process when submitting a paper application and other required forms**

The New Business team encourages you to e-mail or fax applications and other required forms in lieu of the original form. Assuming the standards listed below are met, New Business will not need the original form. This will save both time and money for all.

In addition, if a faxed application is received by close of business on Wednesday, we guarantee that all system input and initial underwriting review will be completed by close of business Friday.

The fax number to use for **Applications and Required Forms ONLY: (866) 892-6428**. You can also use the following e-mail address: [newbusiness@baltlife.com](mailto:newbusiness@baltlife.com)

### **Standards for Faxed Applications and Required Forms**

When an application is faxed to the home office for processing, all of the usual New Business rules apply. In addition, the following rules apply specifically to faxed applications:

- When received at the home office, the fax must be of high quality, to assure it is fully legible and to assure each page of the application is provided in its entirety.
- The entire application form number must show on the bottom of each faxed page received.
- All required forms such as replacement notices and state required disclosures, must be faxed along with the application. Omitted forms will result in actions as stated in our published New Business Guidelines.
- The Applicant's Pre-notice and the Conditional Receipt (when applicable) must not be on the faxed page in order to demonstrate that those notices were provided to the customer.
- A "VOID" copy of the customer's check will be used to process monthly bank draft premiums. Also provide specific bank draft day instructions on the application. Baltimore Life cannot accept a fax of check for quarterly, semiannual, or annual premiums. The original check from the applicant should be mailed to the New Business center.

Not adhering to the above will cause Baltimore Life to ask the agent to mail the original application to the home office, or will result in slower processing and will require Baltimore Life to contact the agent for additional requirements.

After an application is faxed, it should be maintained by the agency/agent for at least 30 days or until the policy is issued; in case the paper application may be required. While the paper application is maintained, it must be protected in accordance with Baltimore Life's privacy guidelines, as outlined in the Market Conduct Training Manual.

## **Methods to provide the applicant with the Notification and Disclosure statement, Form 7640**

In order to capture a voice signature using the *INSpeed* with LIVE underwriting process, it is necessary that the applicant receive a copy of the applicant pre-notices (a.k.a., Notification and Disclosure statement) contained on the paper application. To support the *INSpeed* application process, we have made available the Notification and Disclosure Statement, on Form 7640 (or state specific variation). This document contains the same information as the applicant pre-notices on the paper app, but does so in one document. The form also contains a conditional receipt. If an agent is using a telesales approach to apply for a Silver Guard application using *INSpeed*, there are a few methods that could be used to get the Notification and Disclosure statements to the applicant.

- Read the content of Form 7640 to the applicant over the phone, prior to the *INSpeed* application interview. After you have read the content of Form 7640, you should also mail the applicant the document along with a thank you letter upon the conclusion of the sales process.
- Attach Form 7640 in an e-mail that would be sent to the applicant prior to enrolling the application through the call center using *INSpeed*. The applicant must acknowledge their receipt and review of the content of Form 7640.
- Mail Form 7640 to the applicant prior to submitting the application through the call center using *INSpeed*. The applicant must acknowledge their receipt and review of the content of Form 7640 prior to an application submission through the call center.
- Provide a link on the agent's proprietary website so the applicant can review Form 7640. The link on the agent's website would point the client directly to a site hosted by Baltimore Life. Of course, any content related to Silver Guard or the *INSpeed* process contained on the agent's proprietary website must be approved by Baltimore Life.

### **Contact for questions or additional information**

Call Garry H. Voith at (800) 628-5433, extension 6670, or e-mail at [garry.voith@baltlife.com](mailto:garry.voith@baltlife.com). If you would like to order quantities for any of the forms referenced in this document, please go to [www.baltlife.com](http://www.baltlife.com) and proceed to the agent login link near the top of the home page.