

Deliver the Policy

Reference Sheet

This document provides a high level overview on the policy delivery process.

Policy Delivery

After completing the sale of a MassMutual (or affiliated company) life insurance or disability income insurance product and completing and submitting the application with the client, you will deliver the policy, preferably in person. You must follow certain guidelines before and at the time of policy delivery.

This is also an ideal time to address any outstanding concerns and obtain referrals from the client. It helps increase your chances of keeping a sale by making sure the client is happy with their purchase decision before they leave the sales meeting. This process anticipates buyer's remorse and allow you to resolve it while the prospect is still meeting with you.

Why is it Important to Deliver the Policy?

Delivering the policy allows you to:

- Strengthen and continue to build the relationship.
- Reinforce the client's decision by using positive reinforcement.
- Review major policy features (premiums, rider, face amount, etc.)
- Review any changes/modifications to the policy.
- Resolve changes to the solution and present alternatives.
- Discuss the next steps and create a timeline to solve any outstanding items.
- Schedule a post-sale checkup.
- Agree upon a review schedule to maintain your future relationship
- Obtain signatures
- Ask for referrals and update your client on any referrals previously provided.

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Before Delivering the Policy

Follow these guidelines before you deliver the policy to your client:

- Check with your new business coordinator to ensure you have all the required documents.
- Send the [Policy Delivery Memo](#) to obtain items from your client to complete the policy delivery process.
- Contact the client prior to the meeting to:
 - Agree upon a time and place to meet
 - Explain the purpose of the meeting
 - Ask client for payment of any outstanding premium that may be due
 - Explain that all individuals required to sign the forms must be present. Note: Juvenile insureds over the age of 16 must be present to sign any required documentation.
 - Ask the client to bring any documents from previous meetings
- Review the policy before the meeting with the client to make sure that everything is in order. Also, mark any areas that require a customer signature with post-it flags.
- For **life policies**, refer to the following documents for delivery requirements:
 - [Managing Delivery Requirements](#)
 - Visit the FieldNet [Policy Delivery](#) page for guidelines.
- For **DI products**, refer to the following documents for policy delivery information:
 - PAC forms
 - Signed and dated amendment forms (when necessary)
 - Signed and dated exclusion forms (when necessary)
 - For more information refer to the [Disability Income Insurance Reference Manual](#).

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Policy delivery should be completed in person whenever possible, since this affords the advisor the opportunity to cement the client relationship by reviewing the ways in which the policy meets the purpose for the insurance identified during needs assessment. The advisor can outline the annual review process and obtain sales leads in the form of referrals.

If you can't deliver the policy in person, send the policy via certified mail with return receipt requested. For other guidelines on delivering the policy, go to [Policy Delivery](#) page on FieldNet.

Use the [Deliver the Policy Checklist](#) to organize items before and during the meeting and at policy delivery.

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Important items to remember:

- You must deliver the policy within 30 days of issues and all policy delivery requirements must be returned to the home office within 60 days of policy issue. Check with your New Business Coordinator for impact on initial premium due.
- After 60 days if the policy delivery requirements are not returned the policy status automatically changes to “Not Taken” (NTKN).
- Under the Free Look Provision, the client has a specified number of days in which to return a delivered/reported policy for a full refund.

All policies issued with the LTC Access Rider including CareChoice One will need to be delivered and returned to the home office within 30 days of issues.