

Question Manual

for Family
Assistance Consultants





This manual contains **strategic and emotional questions** designed to help you connect with families, uncover their needs, and guide them toward an informed, conscious decision.

The questions are organized according to key moments in the advisory process.

1. Starting the Conversation: Human Connection

These questions help you break the ice and build empathy:



- Were you born here or in another country?
- Do you have family nearby, or are most of them in your home country?
- Who do you consider your closest family?
- What does being prepared for an emergency mean to you?
- Have you ever experienced the loss of a loved one?

2. Needs Assessment: Discovering Priorities

At this stage, you begin to identify who needs protection and why:



- If something happened tomorrow, who would be your biggest concern?
- Do you have a plan in place for an unexpected situation?
- Have you thought about what it would mean for your family if nothing were organized?
- Did you know how much a funeral service costs in the U.S.?
- Would you like to have something in place that spares your loved ones from making difficult decisions?

3. Awareness and Reflection: Deepening the Conversation

**These questions raise awareness about
the importance of taking action:**



- Do you think your family would know what to do if something happened to you?
- Who would be in charge of making decisions in that moment?
- Would you like to have control and get everything set up ahead of time?
- What would happen if your family had to cover an unexpected expense of over \$10,000?

4. Presenting the assistance: Personalized Validation

These questions help you connect the benefits of the assistance to the person's reality:



- Would you like someone to take care of everything for you and your family during that time?
- How would it feel to know that everything is already organized?
- How does it sound to include up to 7 people, even your parents?
- Do you see the value in having a 24/7 help line for when it's most needed?

5. Closing and Action: Creating Commitment



- Who would you like to include in your plan?
- Which plan do you think fits your family best: Family or Silver?
- Would you like to start today and take advantage of the two free months?
- Would you like to secure this now, or do you need to talk it over with someone?

6. Referrals: Expanding your Network with Elegance



- Do you know someone who went through a loss without being prepared?
- Is there anyone close to you who would also appreciate this kind of protection?
- Would you like to help someone the same way you're helping your family today?



Remember: A great consultant asks questions that awaken awareness – not pressure. Your power lies in active listening, adapting the conversation, and leading with empathy.

Ask with intention, connect from the heart and transform lives.