

Internet Lead Script

John?

Hey John, this is (Agent First Name) getting back to you from here in (County Name) County.

Just to verify...I have a date of birth of _____ and a delivery address of _____. Is that correct? Perfect!

Reason I'm calling is looks like there was a request to see if you qualified for the state-regulated life insurance programs.... (no pause) Was this to cover yourself only, a spouse/significant other or kids as well?

Got it!

I'm the medical underwriter assigned to help you with this.

These are non-medical programs that don't require blood or urine samples.

All they have me do is verify your identity, to make sure there's no fraud going on. And also make sure you're not strapped to a hospital bed full.

Timing wise, are you working FT, PT, retired or disabled?

Are you married, single, widowed or divorced?

[IF WORKING] What time do you typically get home from work on weekdays? (and spouse, if necessary) I'll be in your neck of the woods on Friday and Saturday helping 12 other families.

I have a 4pm or 6pm available. What time works best for you? Perfect!

[IF RETIRED/DISABLED] Do you have any medical appts the next two days? Got it.

Are you more of a morning person or afternoons?

I have 8am or 10am available. What works be[er for you? Perfect!

[if house] Is the number on the house or curb. Should I park on the street or driveway?

[if apartment/condo] What's the building #? What's the easiest way to find your apartment?

John, grab a pen and paper real quick. Let me know when you're ready.

[My name is (Your Name). That Spelled (SPELL YOUR NAME) My License# is _____. Phone number is _____. I drive a black sedan. Bald headed with glasses (describe yourself)].

John, I'm driving a long way to meet with you. Is there any reason you won't be home at 10am? Good to know. They pay me to get the information out to you. I don't get paid if you're not home.

Only thing I ask is you give me a little lee way since I'm seeing so many families and traffic, I might be slightly early or late but I definitely will be there for you, ok?

Looking forward to meeting you and helping you see (meeting date/time).

Goodbye.