

Appointment Script Final Expense

**HELLO, CAN I PLEASE SPEAK WITH MR/MRS (PROSPECT FIRST NAME).
HOW ARE YOU DOING TODAY? HOW IS THE WEATHER IN (CITY)?**

**MY NAME IS (AGENT) YOU CONTACTED US BY (MAIL, TV, FACEBOOK,
WEBSITE) ABOUT OR LOW-COST FINAL EXPENSE PLANS.**

**One of our agents will be in your area tomorrow. Could they stop by
between 00am-00pm? To go over this information and see if you qualify?**

**LET ME CONFIRM YOUR ADDRESS DAY AND TIME OF APPOINTMENT
(CONFIRM ADDRESS ON LEAD CARD AND RESTATE APPOINTMENT DATE
AND TIME) THANK YOU MR/MRS (PROSPECT) HAVE A NICE DAY.**

Objections

OBJECTION: I'M NOT AVAILABLE TOMORROW. **REBUTTAL:** WHAT ABOUT (DAY) BETWEEN (TIME) WOULD THAT WORK FOR YOU?

OBJECTION: I DON'T REMEMBER MAILING THE CARD IN. **REBUTTAL:** READ THE INFORMATION ON THE LEAD CARD THEY FILLED OUT. THEN PROCEED TO SET AN APPOINTMENT.

OBJECTION: I'M NOT INTERESTED **REBUTTAL:** MR/MR (PROSPECT) WHAT DID YOU HAVE IN MIND WHEN YOU CONTACTED US? WOULD YOU BE INTERESTED IN SAVING UP TO 60% ON FUNERAL AND BURIAL COSTS? (PROCEED TO SET APPOINTMENT)

OBJECTION: I'M NOT AVAILABLE THIS WEEK. **REBUTTAL:** OK I WILL CHECK BACK WITH YOU ON (DATE) TO SET AN APPOINTMENT. (SET AN TASK REMINDER TO FOLLOW BACK UP