New Lead Door Knocking Script

Agent Intro: Hello my name is (Agent Name). With the senior care final expense **program**.

Direct Mail Lead: You mailed this reply card back to us requesting some information about the **benefits** of our **program. (Show card)**

TV Lead: You called us requesting some information about the **benefits** of this **program** on **(give date and time on lead)**

Facebook Lead: : You completed a form on Facebook. Requesting some information about the **benefits** of this **program** on **(give date and time on lead)**

The company sent me out to see if you **qualify.** It will only take me about 10-15 minutes. **May I come in?**

Note: The underlined words are key or hot button words that will help you get into the door.

Old Leads Door Knocking Script

Agent: Hello my name is **(agent name)** with senior care final expense program. You requested some information a while back**.** I wanted to stop and check to see if one of our agents came to speak to you?

Prospect: No agent didn't come out.

Agent: I apologize about that. We have been having an overwhelming response. But not enough agents to get to everyone. It will only take me 10-15 minutes to explain our program. **May I come in?**