

## FACEBOOK LEAD SCRIPT

Hello "Client's name??"

Hi "Client's name."

This is "Agents name" from the family benefits center, I'm getting back to you in reference to the post you responded to on Facebook about the new state regulated life insurance program. Just so you know I'm not a sales person or a telemarketer they gave me a code word for you and its your favorite hobby (e.g. fishing) correct? and your year of birth is (e.g. 1963) is that also correct?

Ok. My job is very simply I'm just the field underwriter assigned to get the information out to you, you don't do anything financial with me okay? Ok. Were you looking into getting the coverage for you, or was that for a loved one as well? Are you working or are you retired?

(If working what time do you normally get home from work? *Book appointment time slot*) (If retired ask is there any reason you wouldn't be home around x time on x day?)

Ok I'll schedule you for x time on x day to get this information out to you. Verify address, verify home distinctions e.g. Color, no. on mailbox. Have Client reverify time. Have them write your name down on their calendar. End with great I'll see you "time" on "day", I'll be driving a "blue car" so you'll know its me, look forward to seeing you then. 😊