



Appointment Setting Call Script

Call Script: Hi my name is Bryn Reid and I'm a benefits consultant with Xperience Benefits. We help local businesses enhance their employee benefits by improving their service and education. Best part is, our services are available at no cost. Have you heard our name thrown around before? (wait for answer, they will likely say no)

"We are the premier Employee Benefits Company in (state where you live). I have a couple quick questions..."

1. Do you currently offer employee benefits to your employees?
 - a. If no, ask why not (and listen to answer)
 - b. If yes, move to #2 (below)
 2. How would you rate your current benefits program?
 - Education for your employees?
 - Cost of healthcare?
 - Service for you and your employees?
- Which day this week is best for you to carve out 20 minutes to learn more about your company to decide if you may be a good fit for partnership?
- We are centrally located in the (Denver Tech Center), we can reserve a conference room at our office or we can come to your office. Which location do you prefer?
- Important: after you agree on date, time, location tell the client you will send a calendar invite and confirm email address, phone number and preferred method of contact.

Overcoming Objections:

- We already have benefits.
- We can't afford it.
- We already have a broker.

Response: Great! Thank you for sharing. As a matter of fact, some of our best clients already (have benefits, can't afford it, have a broker). Let's schedule a quick discovery meeting. If it's for you great, if not great.

Any other objections: "That's a great question, we will discuss that in our next meeting."