



Internet Life Lead Phone Script – Virtual Sales

Hi Bob, my name is (your name), and I'm calling in regard to that inquiry you had made online to get information on Life Insurance. I have your date of birth as xx-xx-xxxx and your address as 123 Maple Lane, is that correct? Perfect, the reason for my call is that I'm a licensed broker representing 14+ carriers and assigned to get you this information. What time are you (or you and your spouse if applicable) typically home in the evenings with your feet up? Great, I would like to schedule a phone call with you (both) to go over the information. It will only take me 15 minutes to go over what you qualify for. I have either xxpm or xxpm available this evening, which one works best for you (both)? I'm usually set with a full day of appointments so please give me 15 minutes on both sides of xxpm but I'll do my best to call you on schedule.

Now, I will be calling you from this exact phone number so do me a favor and pick up or they will send someone out to knock on your door! (lol) So that I don't have to take up too much time, if you could have all of your medications out along with any policies currently in force, it will help speed the process up.

Most common objections:

Can you just send me the quotes? We don't require any medical exams, so the carriers require that I speak with you (both). Although they don't require you to take any physicals, I still have to determine if you even qualify before I can give you a quote.

I just want information: That's exactly what the call is for! It would be very difficult for me to provide you with the proper information unless I understand your needs and concerns. I will explain the plans and coverage and answer any questions you have. Then, you can make an educated decision whether or not you think it makes sense.

Not interested. I get it, most people say that because they don't think they can get coverage or afford it. It'll only take me 3-5 minutes to get the information I need to show you what you actually do qualify for.

Why does my spouse/significant other have to be here? Great question! If you have been together any length amount of time, then I'm sure you both make important decisions together. Besides, I would assume (their significant others name) will be your beneficiary so it's just as important that they understand the coverage.