Hello (***Insert Name***)?? Hi (***Insert Name***) my name is (***Name***) and I'm getting back to you from the Senior Benefit center regarding the request that you submitted on Facebook for final expense coverage information. My job is to get the information out to you so I'm just calling to see when you will be home so I can get that over to you. What works better for you tomorrow morning or afternoon? Okay sounds good, grab a pen and paper and take down my information: My name is (***Name***), and I've got you down for tomorrow @ (***Time***) And real quick before I let you go, what color is your house so I can find it easier? Okay great I'll see you tomorrow @ (***Time***).

Objection:
I'm busy call me back. Or... Can you call me back later?
Response:
Okay well I'm actually just calling to set up a better time for us to go over the information, what time will you be home tomorrow, (***Time***) or (***Time***)?

Objection:
Can you just email me some quotes?
Response:
I'm just about to leave the office and I have 7 other people asking for this information also, so I'll be in your area tomorrow dropping it off to everyone, what time will you be home tomorrow, (***Time***) or (***Time***)?

Objection:
Why do you have to come over?
Response:
I'm the field underwriter and I just need to verify that you're alive and that you have all your arms and legs. This will only take 5-10 minutes, what time will you be home tomorrow, (***Time***) or (***Time***)?

Quick Tips:
- The script remains the same, regardless of the lead type.
- If it's a **Mortgage Lead**, then say: I'm getting back to you from the mortgage protection center regarding the form you sent in for mortgage protection...pays off the house if you pass away...
- If **Older Lead**, then quickly say: You probably don't remember submitting this but it looks like we never got the information out to you. So I'm just calling to set up a good time to get that out to you... what time will you be home tomorrow, (***Time***) or (***Time***)?
- If it's an **Internet Lead**, then say: I'm getting back to you from Family First Life regarding the request that you submitted online for life insurance info. My job is...
- You can try saying: This will only take 5 minutes. - Helps book appt quickly when in a rush.
- Answer any questions quickly and always go right back into the script....
- Always be trying to get off the phone quickly.
- The only purpose of calling leads is just to set the appointment, that's all, not give quotes.
- Always try to set appts within 1-2 days, or 3 days if absolutely needed, it will help avoid no-shows & cancellations.
- Here's another tie-down: **What's your nearest cross street?** - Helps them remember you're coming over.
- If you're running appts and someone calls to cancel, don't answer your phone, just show up. If they ask why you didn't call them back, tell them you don't talk or text while driving.
- Every appt could be a $1,000 commission, so make sure to push for the appt.
- No doctors office stays open after 5 or 6pm, remember that when they say they have doctor's appts all day. Set appt after the doctors offices close. Or ask what time their last appt is at.
- Always assume that you will Only be able to talk to that lead once, they probably Won't ever answer your calls again, so don't take **No** for an answer.
- Call every lead 3 times if they don't answer, and then 3 more times blocking your number, by pressing *67
- Top Producers consistently run 30 appts every week!