

What do you do when you cannot reach a lead by telephone? You have called multiple times and at various times of the day, but still no one home. The answer is to simply go and knock on their door. And when they open up, here's what you say.

SCRIPT

Hi, I'm _____ (first name) your local final expense specialist. You filled out this information request and sent it in. (show the completed card)

As you can see it's in your handwriting. Do you remember filing this out and sending it in?"

The words "do you remember filling this out and sending it in?" are designed to make them remember the "moment" they experienced. Use those words verbatim.

Lean into them a little when you talk and assume they do remember.

"I do have some great information to share with you and all I need is about 10 minutes of your time to show you how it works."

If they invite you in, mission accomplished.

If they don't have time right then, tell them

"That's ok, I actually don't have time right now either as you can see (hold up all your leads)... I am really busy today, but I will be back tomorrow.

Will morning or afternoon be better for you?"

There's no fear on their part now because they've already met you, they've made a connection... you're just like them... so it will be an easy appointment.