This goal of this script is to just set an appointment so you can get in front of the prospect. Focus should be on their beneficiary, not the face amount or anything else.

<u>SCRIPT</u>

Hello _____, this is _____ (your name) and it looks like you recently spoke with _____ (telemarketer name) about programs that would protect _____ (beneficiary name) should anything happen to you.

I have the information you requested and the reason I am giving you a call today is because I will be right down the street from you tomorrow afternoon seeing a number of other good folks like yourself, and I just need to know what time works best for you, early afternoon or late afternoon?

Early afternoon? Great! I have an opening at (pick two times such as 1:15 or 2:15.) Which time works better for you/you both?

O.K. 2:15 tomorrow will be fine I am marking it down in the book for tomorrow at 2:15 and I NEED you to mark it down somewhere for tomorrow at 2:15 also. OK. I will see you tomorrow… and you still live at (state the address, "123 Main St.??") O.K. great see you guys tomorrow at 2:15ish bye, bye. HANG UP!! YOU DID IT!!

We are not bringing up the word Life Insurance, Face Amount, Coverage, or anything else that will make their defenses come up and resist seeing us. Just set the appointment and get in front of them so that they can get to know you and understand that you are there to educate them and help them with their needs.

Heartland
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