

This script is designed for use after you have closed the sale and completed the application, or if no application is taken in the home, before leaving the prospect.

SCRIPT

Thank you for your time today _____ (prospect name).

One last question before I go; who else do you know that, should anything happen to them, you might be responsible for coming out of pocket for their burial, cremation, and final expenses?
Brother, Sister, Kids, Etc.?

(wait for answer)

Great, well I need to contact them ASAP to go over these programs to make sure you are protected. As you indicated earlier, you are on a fixed income, and having me educate them on their options, would in turn be working to protect you.

What is the best contact number for _____ (name of person they mentioned)

What is the best contact number for _____ (name of person they mentioned)

Etc...

Very good. I will get in touch with them and help educate them on their options so that they don't ever become a financial burden to you or their other loved ones, as I know you would never want to be a financial burden to them.