

Internet Life Lead Phone Script

Ring Ring- Hi Bob, my name is (your name), and I'm calling in regard to that inquiry you'd 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 licensed agent representing 14 different carriers and assigned to get you this information. Are you (or you and your spouse if applicable) typically home in the afternoons or the evenings? Great, I'm actually going to be out in your area tomorrow and it'll only take me 15 minutes to go over what you qualify for. I have either 4pm or 6:30 available, which one works best for you? I'll be coming from a full day of appointments so please give me 15 minutes on both sides of 4pm but I'll do my best to get there on schedule. To verify your address, I have 123 Maple Lane, what color is the house so that I know I'm there. I don't have much time so if you could have all of your medications out along with any policies currently in force, it will speed the process up.

Most common objections:

Why do you have to come to my house? We don't have any medical exams, so the State requires that we meet in person. We make it easy on you and come to you rather than you come to us.

I just want information: That's all I'm doing is bringing you the information you requested, what you do with it from there is up to you.

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.

Can you email it? Wish I could but representing 14 different companies and not knowing anything about you, I wouldn't know which information to send.