Hey ______. (Wait for response)

Hey ______ this is ______. I’m getting back to you about the form that you sent in requesting the Information on the Mortgage Protection.

My simple job is to get the information that you requested out to you, and I wasn’t sure, what time do you normally get home from work tomorrow and _________?

Is there any reason that you wouldn’t be home tomorrow about ________ I could get this information out to you?

Ok, what I’ll do is, I’ll go ahead and put you in for ________ for about ________.

Now______, you didn’t put down a spouse or a co-borrower, is there a spouse or a co-borrower?

Is your house easy to find with a GPS?

Ok, Awesome. Well, write that down so that you don’t forget about me and I’ll see you ______ close to about ________.

Bye.

Few Highlights on the Script

Slow down when you say your first name

The Italics are for emphasis

If two people are on the Lead ask – what time do you and your spouse normally get home from work

If they are older still ask what time they get home from work (they might laugh which is good)

For Older Leads – Add in the first line – form that you sent in a while back, requesting)

When Calling FX leads

Change the first line only – Hey ______ this is ______ from the Senior Benefits Center getting back to you about the postcard that you sent in requesting the information on the state life insurance program. (Slow down for FX)

When Calling CALL IN (CIL) or Telemarketing (TML) Leads

Say you’re getting back to them because it looks like you spoke with someone from our office and provided the code word of ________ so you would recognize us when we called.

When Calling Internet (WEB) or Speed (SPD) Leads

Say you’re getting back to them about the information they requested on-line.
**Common Objections**

Always end talking with a question – This is how you control the conversation.

When handling objections the goal is to redirect and then get back to the script using a transition statement.

All of these revert back to: Anyway, my simple job is just to get the information out to you, what time did you say you worked tomorrow & ________?

The important part is getting back to the script.

These are a few of the lines you could use in these situations:

**We don’t remember**

This is ________ right? Over on ________ (address)? (Wait for response)

You put down (verify information)

**Busy, or work real late**

What is the latest you could possibly be home tomorrow & ________?

**Already took care of that**

Awesome who ended up helping you out with that? (wait for response) That’s exactly why I’m calling, I’m the person who is supposed to come out there and review everything with you. Anyway...

**Not Interested anymore**

Awesome, that makes my job very simple, I’m just the person who gets the *information*......

**Do you have to come to the house?**

Yes, I have to verify that you’re upright and breathing ...... Anyway ....

When dialing the phone, if you talk to 3 people without booking an Appointment – Call somebody and ask for coaching so you don’t continue to make the same mistake over and over.

Call let it ring 4 times, Hang up, wait 4 seconds hit redial. Call each number 3 Times each.

Do NOT leave messages.

Schedule blocks of time to make calls ---- Min. 35 Dials/hr.

Make sure you track your Activity – Dials, Contacts, and Appts Set.

Don’t Quit and YOU WILL SUCCEED!