



TELEPHONE SCRIPTS

(It is recommended that **YOU** door knock and **DO NOT** set telephone appointments, as you will Waste Leads)

Hi – Mr. or Mrs. _____ (ask for the person who signed/filled out the lead). The reason for this call is that we received the form that you sent in about the _____ State-regulated plan that covers your funeral expenses. Do you remember sending that in? (YES) Good, this call is to let you know that we did receive your request and to let you know that there are going to be Field Underwriters in your area over the next few days and I simply want to find out which 15-20 minute window works best for you? Are you more of a morning person or afternoon person? (Before you hang up say)...the Field Underwriter will have the form that you signed with them and they will also have their credentials with them (ID Badge).

What is this about?

The letter simply explained that you may now apply for the new (Name of your state) state regulated plan to cover 100% of your of your Funeral Expenses ... and that if you wanted to see if you qualify mail the card back in. This is to protect your family from the high cost of funerals. Sorry it took us about a week to get back with you but we get about 750 requests a week in your area. So what 15-20 minute window works best?