



General Life & Mortgage Protection Script for Lead Squeezers Facebook lead

This lead and script can be used to sell in the home or on the phone. The purpose of this script is start the conversation and verify the information the prospect provided. Once you verify then you can pivot to a field appointment or continue with tele-sales approach. We recommend following what your company has taught you for the field or tele-sales.

Hi _____ This is Mike I'm the underwriter following up on your request that you sent us through Facebook about protecting your family and home. This is the one where you put your favorite hobby as: **Watching Football.**

Do remember that? (this question is optional. Some agents skip it and continue with the next question. It's a personal preference)

Now, my job is simple and that is to get you the information you requested.

You listed your email address as _____ is that correct? Great!

I see you are requesting a coverage amount of \$500,000 is that right? Ok.

And, you listed your beneficiary as: _____ is that right?

Now just to confirm, you put your date of birth as: 3/19/1982 is that correct?
Great!

Field or Phone?

At this point go into either booking an in-home appointment or continue with your tele-sales script to conduct a fact finding to prepare options for them. Follow the training your company has provided you on how to book an appointment or sell on the phone.