

Final Expense Short Script

Hi, This is With Senior Benefits. How are you? That's good to hear, I am doing well also.

I'm calling to let you know of a new LOW COST Final Expense Insurance plan that has just been approved in your state. This "LIFE" insurance plan is designed to cover 100% of your funeral expenses. Our local agent can give you a call back in a few days and give you more information.

Would you like to learn more about this new plan in next few days?

If YES Continue

(If Not interested /YES Insurance One Rebuttal allowed)

1. Is mornings, afternoon or evenings good for a call back?
2. How old are you. (40-80)
3. What is your name? (Customer full name)
4. May I please verify your phone number.

Our local agent is an expert on this new plan and they will provide you with a quote and help you to better understand how this affordable plan can benefit you and your family. Thank you for your interest, have a wonderful day, good bye.

Objections / REBUTTALS

OFFSCRIPT (FOR QUESTIONS YOU CAN'T ANSWER)

I do not want to give you wrong information. My job is to schedule a call back with one of our specialists.
They'll be the better person to answer all questions you may have.

WHERE ARE YOU LOCATED?

We're located in Miami Florida, however, we have 3000 insurance agents across the country that helps individuals like yourself find an option for low cost Life Insurance.

I AM NOT INTERESTED

Ok but before you go these new affordable plan has just been approved in your state and almost everyone qualifies. Our agent (agent name) can call you back and give you more information would that be ok?

NOT RIGHT NOW

Oh no, this is not for right now the agent will call you back in next few days with more information. would that be ok?

ALREADY HAVE INSURANCE

Well, It's good to be ahead, however all of our clients feel that every dollar is important these days. I am not selling you anything. All I am asking you is would that be ok if our agent calls you back and educate you more about this new plan?

OR

Well, It's good to be ahead but the cost of the funerals has increased over the years. Can they call you back in next few days to review your options with you?

HOW DID YOU GET MY INFORMATION?

We usually get your information from online requests or senior databases.

CAN YOU MAIL/EMAIL ME INFORMATION?

Yes, we can certainly send you information in mail. First my agent will call you back than he will send you everything in mail.

WHERE ARE YOU ME CALLING FROM?

I am calling you from Senior Benefits. We are a division of US life.

WHAT IS FINAL EXPENSE INSURANCE?

Final expense is a life insurance policy that covers burial expense and any other debts or obligations you may have.

HOW MUCH WILL IT COST?

The policies are inexpensive it may cost you less than a dollar a day. We'd like to set up a time for a specialist to call you back with the specifics.

NO INCOME/NO MONEY

I understand, that is the GREAT thing about this plan for many people it may cost less than \$1 per day, do you think with your current budget you could afford that?

HEALTH PROBLEMS

I'm sorry to hear about that but this new plan is approved to cover everyone regardless of any health conditions.