

Final Expense Script (Real-Time)

Hi (Lead Name)? Hello, this is (Rep Name) with Senior Services for (State). I am calling in regards to the state regulated burial benefits for seniors. Seniors could now qualify for a program that would cover 100% of their final expense. We will have the licensed burial specialist contact you in a day or two to explain the details of this new program. Would morning or afternoon be better for you?

Great!

- Any history of **heart attack, cancer, or stroke** in the past 2 years?
- (Must answer all 3 questions to be considered a lead for email campaign)
- Answers can be either yes or no.

I would also like to set up a password so you know it's my licensed burial specialist calling you back, the password is your favorite hobby/color. What's your favorite hobby/color?

Perfect!

I will have my specialist contact you in the next day or two.

Thanks and Goodbye for now.

[Confirm notes from the call & E-mail the lead]