

Pre-Set FE Appointment Script

Hi [LEAD FIRST NAME]? My name is [TELEMARKETER], calling on behalf of [AGENT'S NAME], our state licensed agent for [STATE], regarding the STATE REGULATED FINAL EXPENSE PROGRAM.

The state of [STATE] has recently announced a new program that's specifically for the citizens of your state, ages 50 to 80 (with final expense coverage up to \$50,000. *optional*)

Our licensed agent is scheduled to be in your area tomorrow and the next day to explain the benefits of this program and also to qualify you (for the program) and see what benefits may be available to you.

Is morning or afternoon better?

Which time works best for you?

Now I want to make sure the information I have for you is correct....

I have your age as [AGE], is that correct?

Just to verify, your address is [ADDRESS], correct?

Is there an apt. Number?

Alright, I need you to get a pen and a piece of paper to write some very important information down.

I have you scheduled for [DAY] at [TIME].

Please remember that [AGENT'S NAME] will be there on [DAY] at [TIME] and it is extremely important that you are there and you do not miss your appointment.

[AGENT'S NAME] will have his license with him and will answer any questions that you have.

Thank you and have a great day!