

# Final Expense Lead Script

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*"Hello, \_\_\_\_\_, this is \_\_\_\_\_ with the senior benefits center, I'm getting back to you concerning that postcard that you mailed in regarding your Final Expense benefits not paid for by the government. You put down here that your date of birth is \_\_\_\_, and your (wife or husband's name) date of birth is \_\_\_\_? It takes about 15 minutes to take care of and see what you qualify for. I'm scheduled to be in your area \_\_\_\_\_ and I have a \_\_\_\_\_ or \_\_\_\_\_ available, which time is better for you and (spouse's name)? What is the best way to get there from (nearest main intersection)? Great! I'll see you and (day & time), (if married, again, please make sure that your spouse is there also.) Thanks, have a great night."*

The exact wording isn't as important as **the way we talk** to people. When setting appointments, talk slow and low. More importantly, you don't have to speak with polish. Just be in control.

(if they are 70 or above, ask) *"Is there anyone, like a son or daughter, who might need to be with you when the Field Underwriter comes? Or, do you and John make your own decisions about things like this?"*