

# A LEAD SCRIPT

Hi \_\_\_\_\_ Its, (MY NAME) how are ya? **Pronounce your name Extremely clearly you are important**

I just wanted to touch base with you ( and spouses name) real quick and let you guys know WE DID receive the request you guys sent in to our office over at the Mortgage Protection center..

Like I said my name is (PRONOUNCE CLEARLY) and I am actually the FIELD UNDERWRITER assigned to your file.

I am doing some research for you Just wanted to make sure I have everything that YOU wrote down correct:

D.O.B. (YES)

HT/WT (YES)

IT SAYS HERE YOU ARE A NON / SMOKER IS THAT CORRECT? (YES)

OK AND SPOUSE PARAPHRASE DOB / HT/ NON / SMOKER (YES)

You have a \$150,000 Mortgage over at (LEIN HOLDER NAME) **if you don't have bank use: closed ##/##/16**

Is that a 15 or 30 year note?

Very good, do either of you have any known medical conditions? HA/ stoke/ caner/ diabetes?

OK great you should check out just fine then.

Like I said \_\_\_\_\_, I have been assigned to your file but they also have assigned me to ALL of \_\_\_\_\_ COUNTY!

☺ SO they have me stretched out PRETTY THIN!!

I have 18 families to get taken care of by tomorrow night and I'm trying to get my ducks in a row, what time do you get off work tomorrow? What about SPOUSE NAME?

Ok let me see what I have left here, Ok I have a 5:15 Still open or a 6:45 Which one would be better FOR ME TO DROP THIS STUFF BY TO YOU? **ONLY IF NEEDED SAY: Yes SINCE this coverage does not require you to HAVE BLOOD WORK/ URINE SAMPLES/ PHYSICAL EXAM APPTS** there has to be some arbitrator to sign off saying they actually saw you and your not HOOKED TO AN OXYGEN TANK or IN A WHEELCHAIR... My job is only to drop off the info you asked for, Make sure you both understand everything and it is IN YOUR HANDS FROM THERE and I'll be headed to my next family so I won't have much time to see you.. **IS 5:15 OR 6:45 BETTER TO DROP IT BY?**

Alright do you have a pen handy so you can take down my info? I'll wait, just tell me when you're ready,

Ok my name is \_\_\_\_\_ and I have you down for 5:15 so write that down and stick that on the refrigerator or wherever you need to so you don't forget about me..

I have your address at \_\_\_\_\_ is the # on the mailbox visible from road? I'll be driving a \_\_\_ walk me in from nearest crossroad, I'll be driving a \_\_\_\_\_ Ok I'll see you at 5:15 tomorrow.

# Quick phone Tips

Do not sound like a telemarketer. Do not sound happy you should sound like an A/C repair man.

Never sell over the phone your only job is to see what time of day you need to drop off the info.

YOU GET PAID TO BRING IT TO THEM NOT TO SELL IT. THEY ORDERED THE PIZZA YOU DON'T CARE IF THEY EAT IT OR NOT BUT YOU HAVE TO TAKE IT TO THEM.

The ONLY TIME they have a chance to talk is when you verify the info! And the only thing they get to say is YES YES YES YES YES YES you are programming them to answer your questions and creating positivity in their mind by them repeatedly saying YES audibly.

Be relaxed and calm NOTHING is a big deal. You should not even be able to Fathom the thought of you not being able to bring them the info that they requested unless they are just out of town.

If you do this properly you will not get many if any objections!

You are speaking of a matter of a **FACT** speak **confidently** and stay in **control it is better for someone to hang up on you than for you to lose control of the situation**. Never argue with them whatever they say your response is "NO PROBLEM" calmly I just got to get this over to you I don't have much time but I can squeeze you in at 5:15 or 6:45 which one is better for me to drop it by.

ALWAYS GIVE TWO OPTIONS, THIS DAY OR THIS DAY BETTER? AFTERNOON OR EVENING? THIS TIME OR THIS TIME?

NEVER ASK OPEN ENDED QUESTIONS!!!! NEVER "WHEN WOULD BE A GOOD TIME FOR YOU"

NEVER SAY THANK YOU, WHEN THEY SAY THANK YOU, YOU SAY YOU ARE WELCOME! YOU ARE HELPING THEM NOT THE OTHER WAY AROUND. This is mainly just a mindset thing, if you get all of this in your mindset and have that attitude you won't have to say it. It will just be communicated in your tone.

SMILE WHEN YOU DIAL.

## OBJECTIONS

RATHER THAN OVERCOMING OBJECTIONS ITS WAAAY BETTER TO JUST REMOVE THEM ALL TOGETHER WHICH IS WHAT THE ABOVE SCRIPT IS DESIGNED TO DO. IF YOU ARE GETTING OBJECTIONS YOU ARE NOT DOING SOMETHING RIGHT AND YOU SHOULD BE CALLING ME OR SOMEONE BEFORE YOU BURN UP YOUR LEADS... DON'T BE TOO PROUD TO ASK FOR HELP, OR JUST BE PROUD AND BE READY TO GET YOUR NOSE BLOODY AND SPEND A BUNCH OF MONEY FIGURING IT OUT ON YOUR OWN.

Just breeze thru objections No big deal, that's fine or perfect and then transition right back to your script: BTW IF YOU ARE GETTING MANY OBJECTIONS YOU NEED TO WORK ON YOUR TONE AND STICK TO THE FLOW OF THE SCRIPT, I LITERALLY ONLY GET MAYBE ONE OR TWO OF THESE BUT JUST TO EASE YOUR MIND AND KEEP YOU FROM GETTING THROWN OFF HERE YOU GO:

Possible OBJECTIONS:

We're not interested / changed our mind / thought this was something I was required to fill out . That's fine like I said I get paid to just drop it by, it's in your hands from there what you do with it is up to you. What time do you get off of work tomorrow?

You can just drop it by or put in mailbox. Yeah that would make my job pretty awesome but like the paperwork you sent us said, this is a NON medical policy meaning you won't have to set more appts to do blood work or physicals BUT

someone does have to sign off saying you're not OXYGEN or WHEELCHAIR etc. I won't have much time. this time or that time which is better.

Got it taken care of. / have it through my job/ state farm. PERFECT! That makes my job so much easier! Less paperwork on my end, you must have sent more than one request. I'll be closing the file that you sent US out, and If you would like I'll do a fast review and make sure you guys are in the best possible situation. IF you what you have is the best coverage at best price then obviously we need to stick to that! But OFTEN times I can save people a good bit of money because I can look and compare all the different companies. I get paid to drop off the info **YOU requested** from us so I have to drop it by either way, I won't have much time. I have a 5:15 or 6:45 which one is better?

This week is not a good week/ we don't have time. Tell me about it! They assigned me to the ENTIRE county and I have 19 families I have to get taken care of by Weds!! I don't have any time myself, I will only be able to squeeze you in barely long enough to drop it by and it looks like I won't even get done every night until about 11 with so many families, so I'll just have to squeeze you in before or after is EARLY AM better or should I make you my last stop?

We just want a quote. PERFECT that's EXACTLY what my job is, like I said I will do some research and shop around all the different companies this evening, and get that to you, What time do you get off work? / I have a 5:15 or 6:45 which one is better for me to DROP IT BY?

I don't like strangers coming to my house. GEORGE I don't particularly want to come to your house myself, But like the form said that YOU sent us this is a NON medical policy so you they won't be taking blood work or doing a physical exam, there just has to be some form of Arbitrator to sign off saying that you are not hooked to an oxygen tank or in a wheelchair right? I won't have much time to see you and will have to be IN and OUT, is 5:15 or 6:45 better?

OR simply say, Perfect, I won't bring any strangers with me, do you have a pen handy? Ok write this down my name is Nate Maddox and I am putting you down at 4:15 tomorrow stick that on the fridge.

You only have ONE chance while on the phone to set an appt!

You already don't have an appt with this person! So ITS IMPOSSIBLE TO NOT HAVE AN APPT ANY MORE THAN YOU DON'T ALREADY HAVE ONE! If you don't set it your situation didn't change, you already didn't have one to begin with. You have absolutely nothing to lose so DON'T leave anything on the field!

It's about being able to look yourself in the mirror and know you did everything you could have. learn from your mistakes. The only way to get better is to make a few hundred calls.

RECORD YOURSELF ON THE PHONE AND LISTEN TO YOURSELF!

ANYTHNG WORTH DOING IS WORTH SUCKING AT TILL YOU FIGURE IT OUT!