

Facebook Final Expense Phone Script

Hello (Client Name), I'm (Your Name) getting back to you regarding the Facebook request you sent us for more information regarding life insurance for burial and final expense. Remember it was the one that asked you about your favorite hobby and you said (Their Favorite Hobby).

-No Pause-

The purpose of the call was just to confirm some of the information you gave us, make sure I'm reading it right, so I can prepare. You listed your date of birth as (Client's DOB), is that correct?

Great! You listed that you're at (Client's Address), is that correct?

Excellent! I don't see that you listed it, but maybe I missed it, are you a smoker or a non-smoker? Okay great.

Let me ask you this, when you took the time to fill out that form on Facebook, what was your primary focus, was it just to make sure you didn't burden your family with those expenses or burial and final expense, or were you looking to leave something extra to a spouse or adult children or someone?

Okay perfect, that's why 98% of my clients fill these out.

Well there's about a dozen options you can qualify for (Client Name), and they're all non-medical, no blood, no urine, no needles I promise. They just make me sit down with you for 15-20 min to make sure 1) that you are who you say you are, that nobody is trying to get insurance in your name, and 2) to make sure you're not hospitalized or bedridden or something like that.

Now they have me booked solid in your area the next couple days, but I can still squeeze you in between appointments since we'll only be 15-20 min. I have a (time), and a (time) available, which works better for you? Great!

Do you have a pen and paper, I want you to write some info down... Write down my name, it's (Your Name), write down our appointment time, it's (Appointment Date and Time), and this is regarding your request for life insurance for burial and final expense.

Now I'll be coming from a ways away, and if you weren't there, it would really throw a monkey wrench in my schedule. Now I understand serious emergencies happen, but barring an emergency, is there any reason you wouldn't be there at (Appointment Date and Time). Okay great, see you then!