

((BASIC SCRIPT))

Hello <<PROSPECT NAME>> please...

Hi <<PROSPECT NAME>> this is <<TELEMARKETER NAME>> calling from the Senior Benefits Agency. How are you doing today?

(Pause and let them answer. Listen to what they say and respond accordingly. Example: "Great" for good or "I'm sorry to hear that" for bad)

Great, well we are calling today to make you aware of a new, low cost, Burial Insurance Plan that has just been approved in <<STATE>> and is designed to cover up to 100% of your Funeral or Cremation Expenses. As I'm sure you're aware, funeral costs have doubled in the last few years ((and Social Security only pays \$255 dollars toward Funeral and Cremation Expenses)).

The good news is there are plans you may qualify for regardless of any health conditions and your local agent, Burial Insurance Specialist <<AGENT NAME>> is available to go over your options with you tomorrow. The information is at no cost or obligation. What would be a good time for Mr/s. <<AGENT NAME>> to call?

<<Set time>>

Great, let me just confirm the information we have for you real quick.

Are you still located at <<ADDRESS>>

Is there an Apartment Number?

And you are <<AGE>> years young, correct?

Will this information be just for you or you and your spouse?

And finally, to help our agent know they are speaking to the right person, what is your favorite color?

That is all. Thank you very much for your time and again, Burial Insurance Specialist <<AGENT NAME>> will be calling you tomorrow around <<Time>>. Take care and have a great rest of your day. Good Bye.