

Final Expense Lead Script

Hi, This is _____ With **Senior benefits**. How are you doing today?

This call is about a **NEW LOW COST Final Expense Insurance plan** that has just been approved in your state. It covers 100% of your funeral, burial or cremation expenses. Our local agent will call within 1 day and **give you more information**.

Would that be **okay** in learning about these new, low cost plans?

If YES Continue (***If Not interested / One Rebuttal allowed***)

1. What is the good **Callback Time** like Morning, Afternoon or Evening?
2. In order to see if you're eligible for the new final expense plans, you need to be a US Citizen and between the ages of 50-79. How old are you?
3. Great. One more question for eligibility purposes: Do you have an active checking account?

Great! It appears you'll qualify for one of these low cost plans.
4. If you chose to take coverage, who would be your **Beneficiary**? Such as spouse, son or daughter?
5. Which plan you want you **seek information** on 5, 10, or 20,000 in coverage?
6. Will this information be just for you or your spouse as well? If yes How old is your spouse?
7. And one last thing, for security purposes, what is your **Favorite color**?
8. Verify first name & last name, city & state, call back number and ask for an email address.

Our local agent is an expert on all the final expense insurance plans available in your area and will provide you with a quote and help you to better understand how this affordable plan can benefit you and your family.

Please remember to expect a callback within the next day about this Final Expense Insurance plan. Have a wonderful day.

