FACEBOOK LEAD SCRIPT

"Hi Brenda?

Hi Brenda. My name is _____ and I'm licensed by the state of _____ and I've been assigned to help you. You filled out that form on Facebook about the NEW State Approved programs for 2019 that help you pay for any final expenses and burial costs to take the burden off the family. And you put here that _____ is your favorite hobby - does that sound right?

Okay great, I'm calling today because you do qualify for the newest plan, and I'll be in your area all day tomorrow helping people with this. It's a free appointment, but I'll need about 15 mins of your time to show you what you qualify for, and then I'll be out of your hair. Is before lunch or after lunch better for you?

Okay great, I have a 1:30 or a 4pm open, which works best?

Perfect, I've scheduled you for 4pm. Can you do me a favor and write me on your calendar, so that way we don't miss each other, ok?

And just to confirm, I've got you at 123 Main Street? And that's _____ (city), right?
Okay great, is that pretty easy to find with a GPS?

Perfect. Now Brenda, if you're not there tomorrow at 4, it'll really throw a monkey wrench in my schedule. I know occasionally emergencies do come up, but barring an emergency, is there ANY reason you won't be home tomorrow at 4pm?

Okay great, again my name is _____, that's _____(spell name out)... I'll be coming in a white car, so when I pull up, you'll know it's me and you don't have to sick the dogs on me okay? (Laugh)

Ok Brenda, See you tomorrow at 4pm, bye now!"