

Simple & Easy  
Facebook / Internet / Phone / Direct Mail  
Appointment Setting Script

**'When you Leave a Prospect a Voice Message'**

Hi, (lead name) this is (Your Name)

You requested  
Free information on the  
Internet / Facebook / Phone / Direct Mail  
in regards to the  
Final Expense benefits.

I am the local Benefits Coordinator assigned  
to your area regarding the  
State-Regulated Burial Insurance Benefits.

I'll be dropping by to give you the information  
You requested  
to help determine your eligibility  
and what benefits you would qualify for.

I will be in your area later today or tomorrow

Thank you and I'll see you soon

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**'When Prospect Answers Their Phone'**

Hi, (lead name) this is (Your Name) you requested free information on the Internet / Facebook in regards to the Final Expense benefits, how are you doing today?

Great! Well again my name is (Your Name) and I am the local benefits coordinator assigned to your area regarding the State Regulated Burial Insurance Benefits.

Now, (lead name) to help determine your eligibility and what benefits you would qualify for.

I need to set aside a few moments to deliver the information to you and tailor make a program to fit your needs and wants.

I will be in your area tomorrow,  
do you prefer morning or  
afternoon?

or

I will be in your area tomorrow,  
do you prefer (fill in a time) in the morning or  
(fill in a time) in the afternoons?

Thank you and I'll see you.....