Facebook Lead Appointment Setting Script

Hi is this (Client First Name)?

Hi (Client) This is (Your First Name) with Senior Benefits - I'm licensed by the state of (State) and I was appointed to help you out. I'm calling because you information on the new discounted burial programs for fixed income (seniors/families). And (Client) I know you're busy… I just need you for a quick minute to verify a few things and then I'll let you get back to what it was that you were doing.

You've got your named listed as _____ with a current age of _____, is that correct?

Ok, and the address we have on file for you is (street name in City/State) is that also correct?

Great. And (Client) were you wanting the new information on this program for just yourself or for you and someone else?

Ok great. _____ I've been assigned to your request and I do have your benefits package. This is a state approved, discounted plan for seniors, so as you can imagine I have a ton of people to see but with your location, I **could** possibly fit you in on (Day). Is it better to catch you for about 5 minutes (Day) morning, afternoon, or early evening? What time of the day works better for you?

Set Appointment

Great. _____, if you could do me a favor and put me down in your calendar now and I'm going to do the same on my end so that I don't forget. You can put me in your schedule as (Your Name). I've got you down for (Day/Time) and I'll swing on by to see what we can do for you, okay? Alright, take care

A few key things:

*If they ask at the beginning of the call, *"Who are you? Who are you with? What is this about?"* Just repeat the beginning but say it a l i t t l e   s l o w e r…
"This is (Your First Name). I'm with Senior Benefits - I'm licensed by the state of (State) and I was appointed to help you out. I'm calling because you submitted a request for the new information new discounted burial programs for fixed income seniors/families."
 (**Immediately** go back to where you were on the script. **DO NOT** allow them to respond)