

“Hello (First Name)_____ This Is _____ Calling With_____ Insurance. Right Away I Want To Let You Know I Am Not Selling Anything Or Asking For Donations. I Am Calling To Offer A Free No Obligation Comparison Quote On Your Auto Insurance. But First, Has Anyone In Your Household Had Any Tickets Or Accidents In The Past 3 Years?”

- If Yes: “what Was The Ticket For? And Who Got The Ticket?”
- If Accident: Were You At Fault? How Long Ago?
- (Company) If No: (Go To Qualifying Questions)

QUALIFYING QUESTIONS

“What Are The Ages Of The Drivers In The Household?”

“Who Are You Currently Insured With?”

“How Long Have You Been With _____ (Insurance Company)?”

“Do You Know How Much You Pay? Is That Monthly Or Semi-annually?”

“How Many Vehicles Do You Have?”

“What Is The Year And Make For The Vehicle That You Drive?”

“What Are The Model Details?” (Loaded, Basic , 4wheel Drive)

“How Many Miles Is It Driven To Work Or School Each Day One Way?”

“Do You Have Full Coverage Or Liability?”

“What Is Your E-mail Address...in Case We Can Not Reach You By Phone?”

“What Is Alternate Phone Number Where You Can Be Reached?”

“What Is The Best Time To Reach You?”

Finally...how Would You Rate Your Credit...poor, Fair, Good, Or Excellent.

WRAP UP

“That’s All We Need Right Now, _____. (Insurance Company) Will Be Giving Your A Call Back Within 2 To 3 Business Days To Go Over The Quote They Have Prepared And May Possibly Need To Ask You A Couple More Questions About The Information You’ve Given Me. If You Could Have Your Current Policy Declaration Page Available When They Call, It Will Ensure That You Receive The Most Accurate Information. Does That Sound Okay?”

(Must Say “yes” To Be Counted As A Qualified Auto Insurance Lead)

“Thank You Very Much For Your Time And Have A Great Evening.”