

(Use a proper introduction, say your name and your company name immediately)

Hello, may I speak with Mr. or Mrs. _____? My name is _____.

I am calling from ABC Financial Services. We are providing a free quotation for final expense insurance to people in your area.

Our plans can save you \$15,000 to \$50,000 on your funeral expenses and any outstanding debts you may leave behind.

(Since final expense insurance is not a popular product, they may not know what it is and may ask...)

“What is final expense?”

Final expense is a miniature life insurance policy that covers any outstanding bills and burial expenses that you may leave behind. That way, your family does not get stuck with the bills.

(At this point, the customer may start to give objections or ask questions. Rebuttals come in handy here. When delivering your rebuttals, you must sound confident.)

Rebuttals:

- The plans are very affordable, and we offer the most competitive prices. Even if you have a fixed income, we have special pricing that can help.
- This will just take a few minutes and can save you thousands of dollars!
- Is final expense important to you right now? (Wait for answer)

Closer: What is the best time for one of our senior reps to give you a call tomorrow?

(Next, start gathering the information needed to qualify them. Since this is valuable information, the customer may be hesitant to give it out. Sound casual and let them know you need this information to provide the best quote or solution.)

Just Need to Get Some Basic Information:

1. Verify name.
2. Husband's age, wife's age.
3. Do you smoke? Does your spouse smoke?
4. Do you have any serious medical conditions?
5. Verify the address.

(Before you end the call, make the appointment solid by reminding them of the company and the appointment date and time. If possible, ask them to write it down to ensure they do not forget.)

Great, that is all the information I need. But before I close this call, I will leave you with our company name again. Do you have a pen and paper handy?

If you liked our free final expense telemarketing script, you are going to love our leads!