

## Lead Program

The leads are generated exclusive to you and you only. Once given an agent number you may submit a lead order and we will begin calling your territory. The telemarketer will use your name when speaking with your prospects. You will list the county or counties that you would like to work. You can expect to begin receiving leads generally within 5-7 business days of your order.

## Script

Hi,..... This is..... with Senior Benefits

As you may be aware, Funerals have become more expensive ranging from 8k to 15k. The reason for my call is to let you know of the new LOW COST final expense Insurance plan that the state of Florida has just approved The LIFE INSURANCE PLAN is for those individuals who are between the ages of 50 and 85 and are designed to cover 100% of your funeral expenses.

May I ask would you be interested in learning more about the new low cost "LIFE INSURANCE PLAN"?

**If Yes Continue**

IF NO END THE CALL – ONE REBUTTLE IS ALLOWED

**(If they say that they already have Insurance NO Rebuttal end call)**

OK great, we have a local agent his/her name is <<AGENT NAME>> and is an expert on this new plan, would you prefer mornings, or evenings for a call back?

Ok Great.

And your name is? (Customer name)

How old are you. (40-85)

Will this information on burial insurance be just for you or your spouse as well?

How old is your souse?

Thank you, and please remember to expect a callback from <<AGENT NAME>> with in the next few days.  
Have a wonderful day.