

Cold Door Knocking Scripts

Mailer Opener- (Have a copy of a Final Expense and Mortgage Protection Mailer)

Hello, my name is _____ and I am reaching out to people in this neighborhood who should have received one of these cards in their mailbox recently concerning A or B. (Younger client show MP/ Elder show FE). You may remember receiving a card like this one here. Well, I take care of the folks in this area and I would like 5 minutes of your time to provide the information for you, all I need from you is a place to sit, Do you have a table or do you prefer to sit out here on the porch?

- a. The new state regulated final expense and burial coverage
- b. The new insurance plans which will pay off your home or replace your household income in case of death or disability.

Survey Opener-

Hello, my name is _____ and I am out knocking on doors in the neighborhood today to raise community awareness about what we do.

(Then hand them a card/brochure/pen with your info.) Then ask do you)

Do you have time to answer a short three question survey?

1. How long have you lived in the _____ area?
2. Do you have anything in place that acts as life insurance/ burial coverage?
3. (Yes) How confident are you that you have everything in order that if you or your spouse did not make it to the dinner table last night your children or you/ your spouse would A or B.
3. (No) Would you say you have no coverage because you do not believe life insurance or is it Due to the cost?
 - a. Know exactly what to do, and have final expense funds available within 48 hours?
 - b. Be able to keep the home you are in and be able to pay the bills needed to live a lifestyle you are accustomed to?

Thank you for your time and what I do for everyone that takes the time to answer our survey questions is I put together a quick packet with all of the information for you so you know exactly what you qualify for.