

Once you leave a facility with all the lead cards you have collected, you need to reach out to these new prospects right away to set an appointment.

You must do that within 1-5 days after being at the facility.

For COs (Correctional Officers) call them any time on their RDO (that's their Required Days Off), or between 2:30pm and 6:30p for the best results on their non-RDO days.

Here's what that call sounds like.

Hello Lt. Smith, I'm _____ with Aspen Financial and Insurances Services.

I met you out at your facility on _____ and I am following-up on your interest in _____ (whatever they indicated on the lead card).

The first appointment only takes about 20 minutes or so.

I'm going to be in your area on _____ at _____ am/pm. You indicated that's your RDO. Does that work for you?

Great.

I will be there _____ at _____ am/pm.

Just to confirm, you are at _____, is that correct?

Perfect.

I will meet with you _____ at _____ am/pm.then. Be sure to note that in your calendar and I am doing the same.

I will see you _____. Bye now.

That's it. You did it.

Pretty simple when you have a super-qualified lead like this one, isn't it?

OH... and don't give them your cell number and never call to confirm the appointment. Just show up at the date and time and knock on their door.