

This script is designed for use after you have closed the sale and completed the application, or if no application is taken in the home, before leaving the prospect.

SCRIPT

Thank you for your time today _____ (prospect name(s)), it's great that you care enough to have taken care of this important coverage for your family.

or

Thank you for your time today _____ (prospect name(s)), and letting me educate you on this important coverage.

One last question before I go. Who else do you know that recently purchased or refinanced a home and needs to be educated about their options to put this important protection in place for their loved ones? Good people like you that want to do the right thing?

Brother, Sister, Children, Etc.?

(wait for answer)

Great, well I need to contact them ASAP to go over these programs to make sure they are protected as well.

What is the best contact number for _____ (name of person they mentioned)

What is the best contact number for _____ (name of person they mentioned)

Etc...

Very good. I will get in touch with them and help educate them on their options so that they don't ever have to worry about their loved ones being without a roof over their heads.