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## ***FE Appointment Setting Script***

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### ***Requirements:***

1. Calls are Ideally made for either the same day or the next day. Try not to set appointments that are three days out from the call date. These will have the highest no-show rate.
2. Have your script out in front of you!
3. Have your schedule ready – The most effective schedules are those scheduled every hour in blocks of three appointments, adding 30 mins between blocks with two to three blocks per day. So, 6 to 9 appointments a day with three in row then a 30-min cushion and another three in a row.

***“Hello is this Jane? Okay Great...Jane This John Doe from the senior care center, I am calling about the green post card you sent in requesting more information on the Final Expense programs. Do you remember that card? As I’m sure you’ve heard these programs are specifically designed for seniors living on a fixed income. We have representative that is going to be in your area over the next couple of days and it take only 10-15 mins for him/her to explain the programs that you might qualify for. What would be a good time for you tomorrow, morning, afternoon, of evening? Afternoon great what time works best, we have 12:30, 1:30, or 3pm? 1:30 perfect I have your address as ..... is that right? (If an apartment ask for the building number or letter). Great. The person who will be coming to see is (Agent Name) he/she will there between 1:30 and 2pm and give all the information you’re looking for. So, to help them find you house will there be car out front? Is your house brick or siding? Perfect Then Jane (agent) will be there tomorrow so keep a look out him/her. Have a blessed day!***

4. Being the third-party person helps to avoid most all objections about cost or which company. Simply say the representative is only person that can answer that question and he/she will be able to do that for you when you meet.
5. The answers to the last two questions are there to help “cement” the appointment leaving the impression the you will there for the appointment.

NOTE: Visit the training courses for Final Expense to listen to actual appointments being made as well as the Final expense manual that will address some specific objections in setting appointments for Final Expense.