EZ-GROUP VIP LEAD SCRIPT

INTRO

Hi NAME This is YOURNAME, how ya doing. *(lead response doesn't matter)* A while back you made a request for some small business health insurance information for *(company name)?* Did you find what you were looking for yet?

IF YES- Ok, great! I will update my file then, which carrier did you end up going with? *(Answer doesn't matter).* Ok, normally they are quite pricey, there is a new option available designed specifically for small businesses that could save you a considerable amount. What is a good email for me to send it to so you can compare to your current plan.

> *(send Americas Choice Email and verify they received.)*

When would be a good time to discuss this option in detail with you?

IF NO - No problem, there is a new option available designed specifically for small businesses that is quite reasonable. What is a good email for me to send it to so you can take a look at the rates and coverage?

> *(send Americas Choice Email and verify they received.)*

When would be a good time to discuss this option in detail with you?

CANT AFFORD IT/COST CONSCIOUS:

Also, if you are looking to at least be able to offer something to your employees, you can do a emergency only *plan*? Its *only* $53/month per employee…

IM BUSY / DON'T HAVE TIME

"ABSOLUTELY, I completely understand. There is a new option available made specifically for small business. What is the best email to send it to so you can take a look. (send AC email) when would be a good time tomorrow to discuss in this policy in detail with you?

GATE KEEPER / RECEPTIONIST ANSWERS PHONE

"Hey (their name), its (your name). Put me through to (business owners name) please!

> *Say it with authority!*

GATE KEEPER SAYS "What's this regarding?"

"NAME requested employee health insurance information for you guys, I'm just getting that information to him."