Inactive Client Script

Hey (Client Name), it's (Your Name). I'm calling you about the card we sent you in the mail, and it had a $10 check attached that you deposited. Only people that qualify to receive the updated 2025 upgrades receive those checks, so I wanted to make sure I reached out and got you the information you qualified for. This information helps everyone either save money each month, receive a much LARGER check than the $10 one, or find additional benefits they are not aware of.

I am going to be out in the (their city) area tomorrow, and I will swing by and see which upgrade would help you the most. Is morning or afternoon better?

Perfect! Now, let me just make sure the address I have is correct. (Verify address.)

Ok (Client Name), again my name is (Your Name), and I will be driving a _____. I will see you tomorrow at ____!

Objections:

What is this about?

The 2025 upgrades only apply to 11% of people in (their city). You happen to be one of those people. The upgrades will help you save money on current Life Insurance, or it will save you a lot of money if you do not currently have a policy. It only takes 4-5 minutes to get this to you, and I am going to already be out in your area. Is morning or afternoon best to catch you at home?

I already have Life Insurance!

Oh, I know! That is the reason I am calling. This 2025 upgrade can possibly help you lower that monthly cost. This is usually done by removing certain riders you are paying for that you do not need. I help people save money every single day, or sometimes I get them several thousands of dollars back from overpaying! Again, it only takes 4-5 minutes! Is morning or afternoon better to catch you at home?