

**The 4 A's ~ APOLOGIZE :: ANNOUNCE :: ASSIGN :: ASSUME**

**APOLOGIZE:**

Sorry to catch you off guard.

**ANNOUNCE:**

I'm Mike with Senior Benefits here in New Orleans, licensed with the state. We got the card you sent into us. Is this your signature? Great! This is in regards to your 2024 state benefits and you qualified for the program.

**ASSIGN:**

They dispatched me out to get this information to you. It's just takes a few minutes.

**ASSUME:**

Would you like my shoes on or off? (Would you like to sit inside or outside?)

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**DOOR APPROACH**

(It is not a door knock unless you knock 5 times! Say their name on the last two.)

Hey, Ms/Mr \_\_\_\_\_. Sorry to catch you off guard. I'm Mike with Senior Benefits here in New Orleans, licensed with the state. We got the card you sent into us. Is this your signature? Great! This is regarding your 2024 state benefits and you qualified for the program. They dispatched me out to get this information to you. It just takes a few minutes. Would you like my shoes on or off? (Would you like to sit outside or inside?)

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**COMMON OBJECTIONS**

(What's this about?)

This is regarding your additional state benefits. You should be receiving some type of Medicare, Medicaid, Social Security, or Disability, right? Wonderful, those are the people that qualify for this program. My job is to take a few minutes to see how much we can help you with discounts, upgrades, and maybe some cash back. Then I will be out of your hair. Would you like to sit inside or outside?

(Any objection)

Perfect! That makes my job so much easier. I'm going to do us both a favor... I'm going to leave these materials with you, show you how to use them real quick to see if you are eligible for any discounts, entitlements or cash back along with my business card. That way if you have any questions, you can give me a call. I'm out here every week. Would you like my shoes on or off?

(Second objection)

I completely understand. We just have to resolve this somehow because you sent us this card. Being licensed with the state department of insurance, they dispatch us to make sure we get these benefits to the people who asked for them. I understand that circumstances change, but you did qualify for these programs. I'll just take a minute to go over those with you, scratch you off the list, and I can be on to the next house.

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### **T-KNOCK APPROACH**

A house that is on either side of a lead's house and across the street

Hey, so sorry to catch you off guard. I'm Mike with Senior Benefits here in New Orleans, licensed by the state. Did we get to you yet? You should've received a card about the new state benefits program. They dispatched me to this area to get this information out to the neighborhood. It will only take a few minutes. Would you like my shoes on or off? (Would you like to sit outside or inside?)

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### **CHECK LEAD**

Hey, Ms/Mr \_\_\_\_\_. Sorry to catch you off guard. I'm Mike with Senior Benefits here in New Orleans, license by the state. They sent me out here to drop off the free benefits that came with that check you got to deposit. You didn't spend it all in one place did you? They dispatched me to you to go over those benefits, show you how to use them, and when I'm done, I'll give you my card to call me in case you have any questions or need my help. I'm out here every week. Would you like my shoes on or off? (Would you like to sit outside or inside?)

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### **DIGITAL LEAD**

Hey, Ms/Mr \_\_\_\_\_. Sorry to catch you off guard. I'm Mike with Senior Benefits, and I'm the field underwriter here in New Orleans. We got the information you sent to us through our website asking about our final expense program. They dispatched me to answer the questions you have and show you what's available to you. It will only take a few minutes. Would you like my shoes on or off? (Would you like to sit outside or inside?)