

ANNOUNCE:

Hey, (first name). I am not a telemarketer. My name is Mike with Senior Benefits here in New Orleans

CALL BACK:

I'm actually calling you back about the (card/check) you mailed into us about your state benefits.

VERIFY:

I need to verify a little bit of the information you put down. Your security question was _____? Your date or birth is _____? (Verify two pieces of info)

DISPATCHED:

Great news is you qualified for the program. I'm the one who's been dispatched to get this information to you.

ASSUME:

It only takes a few minutes. Are mornings, afternoons or evenings better for you?

~~~~~

**PHONE APPROACH for MAILER LEADS**

(If no answer the first time, call again immediately after.)

Hey, (first name). I am not a telemarketer. My name is Mike with Senior Benefits here in New Orleans. I'm actually calling you back about the (card/check) you mailed into us about your state benefits. I need to verify a little bit of the information you put down. Your date or birth is \_\_\_\_\_? The address you wrote down is \_\_\_\_\_? Great news is you qualified for the program. I'm the one who's been dispatched to get this information to you. It only takes a few minutes. Are mornings, afternoons or evenings better for you? Would today or tomorrow be best?

~~~~~

PHONE APPROACH for DIGITAL LEADS

Hey, (first name). I am not a telemarketer. My name is Mike with Senior Benefits here in New Orleans. I'm actually calling you back about the request you sent us online about our final expense program to leave to you (_relationship/beneficiary_)? You put down here for your security word was _____? I need to verify a little bit of the information you put down. Your date or birth is _____? Great! I am the Field Underwriter assigned to your case to get this information to you. It only takes a few minutes. Are mornings, afternoons or evenings better for you? Would today or tomorrow be best?