

Opening:

“Hi _____ OR is _____ there?....._____ This is _____ calling.
I wanted to touch base with you real quick-
I noticed you had inquired about health insurance coverage, so I’m just
following up with you to see how I could HELP you out”
.....(*silent for a second*) “What is your situation?”

Let them talk at this point. You want them to think they are in control even though you are still the one in control of the conversation. Remember, you are leading them.

SLOW DOWN, SLOW DOWN, SLOW DOWN

Remember to keep your voice natural!

You want them to see that you are concerned for them, you understand their frustrations, and there to help them.

Your clients should know you’re on their team!!

Objections:

- **You are the 100th person to call.** What are you looking for? What’s your situation?
- **I already have that taken care of.** What did you purchase? Are you completely happy with the cost and coverage and you wouldn’t change anything?
- **Can you send me something?** I would love to send you something, but I have to know a little more about you first. (continue asking your questions)
- **You can’t insure me.** Why do you say that? Tell me what’s going on.

Remember it’s ALL in your tone of voice!