Here’s the FB script: We use this for all leads including Facebook Leads.

Hey \_\_\_\_?

Hey \_\_\_\_ This is \_\_\_, I'm one of the case managers here in \_\_\_\_ County. I work with the Senior Benefits OR Resource Center. How are you doing? (Say Mortgage Protection Center for Mortgage leads). SPEAK SLOW FOR FINAL EXPENSE LEADS

We're just getting back to you, we had received a request from you not too long ago. (Or we’re just getting back to you about the online request that was sent to our office) I believe you were just trying to see if you'd qualify for the STATE BENEFITS PROGRAM we offer here that will PAY FOR ANY FINAL EXPENSES, God forbid something ever happened to you. Do you remember looking into that?

Awesome , so i'm just the guy that's in charge of the requests that come into this area, and they've scheduled me to go over a couple things with you on \_\_\_\_\_(day). Do you prefer mornings, evenings, or afternoons usually?

If they object here

"To busy, or no longer need it" - IT SHOULD ONLY TAKE MAYBE 5-10 MINUTES, AND WE ARE REQUIRED TO GET THAT INFORMATION OUT TO YOU SO WE CAN GET YOU OUT OF OUR SYSTEM, WHAT TIME ARE YOU AVAILABLE?

"I don't know what this is about"- THE STATE REGULATED PROGRAM TO SEE IF YOU CAN QUALIFY FOR THE FINAL EXPENSE PROGRAM, so what time did you say you're free?

"We're not accepting visitors, can we do it over the phone?" - Well because this program is STATE REGULATED, we do have to verify identity, and you are going to have to verify my credentials. Also due to the HIPAA laws, we are unable to ask medical questions over the phone, you do know about the HIPAA laws right? So what time on \_\_\_(Day) will you be around?

Scheduling- Okay, I've got you locked in for \_\_\_\_PM on \_\_\_\_\_(day). Do you have a pen near you? Make sure you write that down so you don't forget, my name is \_\_\_\_\_\_\_, and we have you in for \_\_\_\_ time, don't forget about me okay?