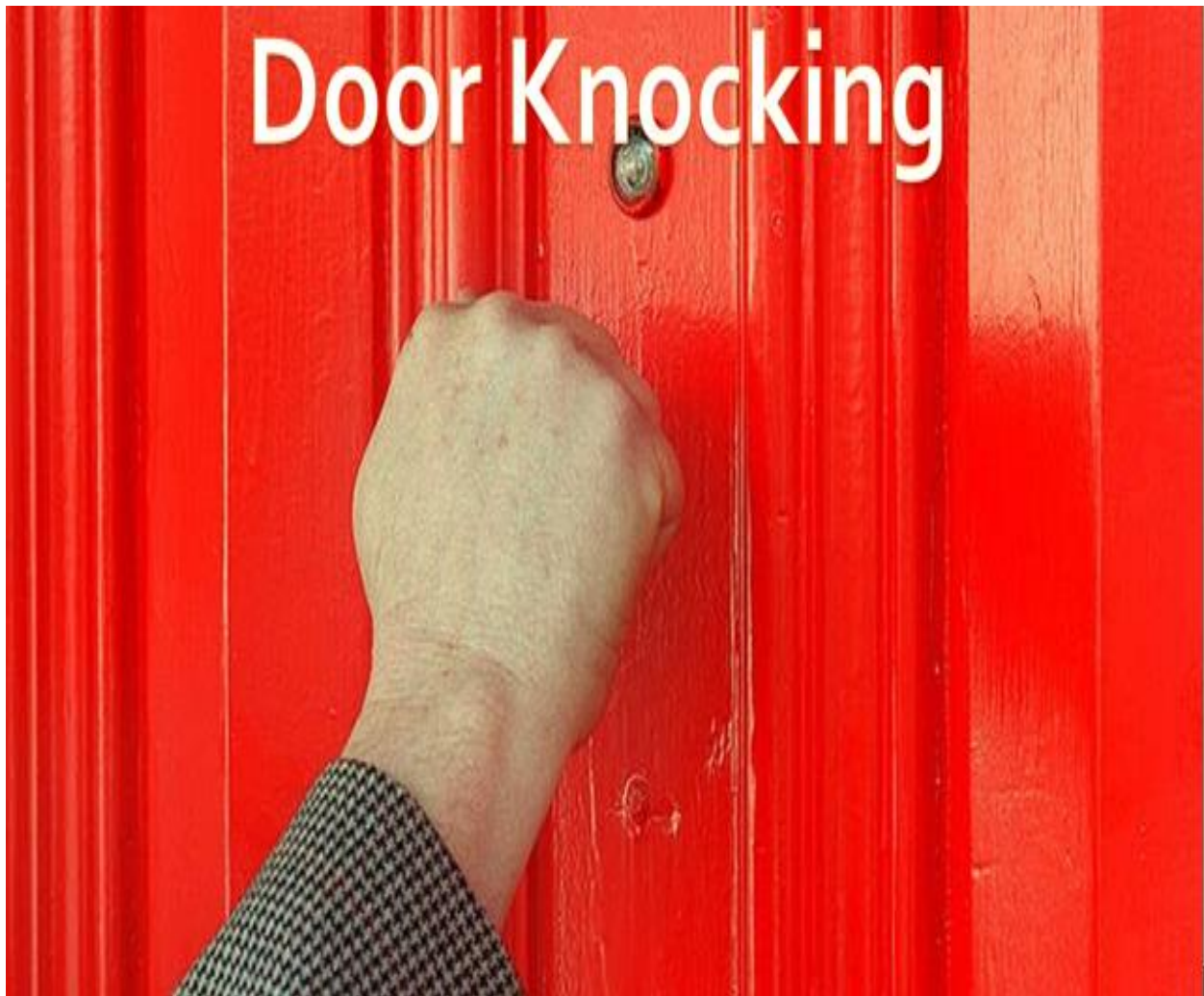


# Door Knocking Script & Objections



# “The Door Knock Script”

**Here is the simplest, most straightforward, and effective door knock script I have ever seen**

"Hi, Mr. Johnson, my name is John Smith and I'm the state licensed agent who oversees your area. I'm here today because you recently sent us this card in the mail.

*<< show the prospect the lead card >>*

You have qualified for these benefits, and I'm here to ensure we complete the enrollment process.

May I come in?"

# Handling Objections at the door:

## **WHAT IS THIS CARD ABOUT?**

Mr. & Mrs. Prospect, this card talks about the Social Security Death Benefit along with additional programs that are available for your final expenses. It only takes a few minutes to share with you the information you requested. May I come in, please?

## **WHAT IS THIS CARD ABOUT?**

Mr. & Mrs. Prospect, most of the folks I speak to tell me the main reason they mailed in the card for info is because they have a concern that they just want to make sure that when they do pass-a-way they are not leaving a financial burden to their family. Was that your concern?

## Handling Objections at the door:

### **I THOUGHT YOU WOULD MAIL ME THE INFORMATION**

Mr. & Mrs. Prospect, we don't send it through the mail because everybody's needs and situations are different. My company believes in old-fashioned personal service. While I'm here it would only take a few minutes to share the information you requested. May I come in please?

### **I THOUGHT YOU WOULD MAIL ME THE INFORMATION**

Mr. & Mrs. Prospect, I wish could, that would make my job a whole lot easier. Mr. Client do you remember the card we sent you, it said you may now qualify for a state regulated program without a physical exam? WFA What that means is we don't need to send out a nurse to draw blood or make you pee in a cup. I am a Sate licensed field underwriter, and it my job to ask you a few health questions and help get you qualified for the best program that meets you needs. May I come in please?

## Handling Objections at the door:

### **COME BACK ANOTHER TIME**

Mr. & Mrs. Prospect, I work the whole State and if I lived in your area I would come back as often as you like, but the enrollment period is when I am in your home or area. It only takes a few minutes, and I think this information is too important to put off. Today is the day. May I come in please?

### **COME BACK ANOTHER TIME**

Mr. & Mrs. Prospect, I understand you are very busy, that's why it's important we meet today. The fact of the matter is I work a five county area and as you can imagine it's very hard for me to come back to an area for just one person. I promise it only take a few minutes for me to show you how the State Regulated programs work and answer all your questions. May I come in please?

## Handling Objections at the door:

### **WHAT IS THIS CARD? I THOUGHT IT WAS SOCIAL SECURITY.**

Smile and say, Mr. & Mrs. Prospect, this card simply told you that Social Security only pays \$255 toward funeral costs for those who qualify. The card also said you may be eligible for a plan to pay the additional expenses not covered by Social Security, and that if you wanted more information on these plans to mail the card back in. That's why I am here today Mr. & Mrs. Prospect, to get you the information you requested. It only takes me a few minutes to review the programs and answer all your questions. May I come in please?

### **IS THIS INSURANCE?**

Smile and say, Mr. & Mrs. Prospect, were you looking for insurance? WFA This is a Life benefit that is designed to care for a specific need. We only contact people who have requested the information as you have done. It only takes a few minutes. May I come in?