

“HOT CALLING” PHONE SCRIPT:

RING RING.... HELLO IS THIS _____?

Hi _____ my name is _____ calling with New Era Health Plans in _____ and I promise I'll be brief...

We are offering FREE Quotes to the self- employed in our area that pay for their own health insurance...

DO YOU PAY FOR YOUR OWN HEALTH INSURANCE? (pause)

(If NO, say thank you and terminate the call)

IF YES:

ARE YOU HAPPY WITH YOUR CURRENT PLAN?

IF YES ASK IF THEY MAY BE INTERESTED IN A QUOTE ON AFFORDABLE:

- **DENTAL**
- **GAP**
- **LIFE**
- **ACCIDENT**
- **CI (INCOME REPLACEMENT)**
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IF NO, SET AN APPOINTMENT AFTER QUALIFYING THEM ON A LEAD SHEET. Good selling!