Fire Department Phone Approach

Hey \_\_\_\_\_\_\_! My name is \_\_\_\_\_\_\_\_\_\_, I got your number from Bob… you’re the fire chief in North Liberty, right? Awesome! We actually work with a ton of the volunteer fire departments in the area like \_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_, and the guys over at \_\_\_\_\_\_\_\_. I just wanted to give you a call to see if we do make sense for you guys too. Do you have a minute? Great.

So Family Heritage…we specialize in supplemental income plans…are you familiar with supplemental income? (*listen)* Okay. *(if they say “like AFLAC?” then say):* Yeah it’s like AFLAC on steroids.

So basically most of the volunteer firefighters I work with have great health insurance either through work or through the market. We don’t have anything to do that. Instead, we just pay money directly to folks when they go through cancer or heart issues or accidents, just to help out with regular bills at home, traveling expenses or co-pays and deductibles. And what a lot of the firefighters really like is that if you stay healthy we actually refund the money back to them so it works kinda like a long-term savings.

So what we usually do is I just give a five minute presentation at an already schedule meeting. And I pass out surveys and memos and whoever wants to hear more information, they just check the ‘yes I’d like to hear more information’ box and I meet up with them outside of the meeting on their own time, usually later on in the week.

So do you guys do your meetings every month or twice a month? Okay. Are they on the first Monday or the second Monday of the month? Awesome. On Tuesdays? Okay cool. And are they at 6:30 or 7? Okay great!

So do you see any reason why I wouldn’t be able to come in at 7:00 and do a quick five minute presentation, I’d bring cookies and pass out surveys? Awesome!

And just so I know how many surveys and memos to bring…How many fire fighters do you have? Okay, great. If you could jot down my name it’s \_\_\_\_\_\_\_\_\_\_ and Family Heritage—that’s the company.

I look forward to seeing you next Tuesday at 7:)000. I’ll give you a call on Monday just to remind you. Awesome! Thanks so much \_\_\_\_\_\_\_\_\_!