

Setting Reservice Appointment by Phone

(paid caller script)

**Good times to call are Sunday's from 6-8 to set appointments for next week or Monday evenings are good as well. Set a range for the time like 6-8 PM, Kevin usually works within those hours reservicing. When possible, try to set a daytime appointment or if they are single, see if it's possible to catch them during their workday.*

Script:

Hello, _____, this is Janan Twohill with Family Heritage. How are you? You may remember taking out a cancer/heart/stroke/accident plan a few years back, does that ring a bell? Great!

Well the reason I'm calling is that Kevin is getting back together with all the families to review their coverages and go through what's new and things like how to file a claim, in case you need us. We might even owe you some money! Laugh...

Kevin, our veteran agent, will be in your area next week/**this** week. What's the best time to catch you and your wife for a few minutes? You usually work till 5 or do you work during the day? Great! Will Tuesday afternoon at 6:00 work, or would 8 be better? Okay, let me **confirm your address** _____. Great Kevin will see you on Tuesday, the 27th at 6:00 PM. Have a great evening/day!

Rebuttal: Our company requires us to catch up with everyone every couple of years it only takes about 10 minutes and we probably even owe you some money. Kevin will be out in the area next _____

OR...

After a few years you'll probably remember you have this, and that's about it. You may have forgot what it covers, any of the details, or what to do if you need the plan. It just takes a few minutes. So what's the best time to catch you at home?