

## MAGICAL APPOINTMENT SETTING SCRIPT

Good afternoon. Is this [Client's Name]? Hey [Client's Name] this is [Your Name] calling you from [Your Company]. How are you?

The reason I'm calling you is because everyone has been reaching out to us lately - asking us why car insurance rates in [Your State] have recently changed.

Are you still insured with [Their Insurer]?

**If Yes** – Great! How much are they charging you every month for your insurance?

**If No** – Who carries your car insurance right now?

**If They Know How Much They're Paying** - Really? Wow that's interesting!

Well... A lot of the folks that call us are asking us to lower their insurance rates because they know that we have the best rates in [Your State].

I can prepare a quote for you to see if we can save you money on your insurance – and once I do that, we'll give you a call back to share the price with you.

Are you still driving [Vehicle]?

Your address is still [Address]. Is that correct?

Do you have Renters insurance or Homeowners insurance with [Their Insurer] as well? **(Find Out If They Rent Or Own)**

Your date of birth is [DOB]. Is that correct?

**(Collect the remaining information that you need to prepare a quote)**

Great! I have the information that I need to prepare a quote for you.

So here is what I'll do. I'll prepare a quote for you and have my manager give you a call back to share the price with you. S/He'll apply all of the discounts that you qualify for so that you don't have to pay more for your insurance than you have to.

When is the best time to have my manager give you call you back to share the price?

Great! I have you scheduled for [Date/Time]. I'll send you a text to remind you, is that ok?

Terrific. We'll talk to you soon!

**Text Message Immediately After Call:** It was great chatting with you [Name]! We'll give you a call at [Date/Time] to share your exclusive rate. Let me know if you have any questions! For my own knowledge – besides price, what is the most important thing that you look for in an insurance carrier?

Note: The information that is in the [BRACKET] will be found in the excel sheet when you download lead from [agedleadstore.com](http://agedleadstore.com)