



READINESS

Hi [First Name], my name is [First Name] ___ [Last Name] ___ with [Business Name] _____ here in _____ County.

I am reaching out to you because we received your request on Facebook saying you're looking for answers to questions about turning 65 and to get a better understanding of what Medicare options are available to you.

Understanding new benefit options can be confusing and downright overwhelming. That's why I am calling, we are here to help.

Note: Some lead vendors give you a date, hint or hobby. Refer to that if possible:

And just to authenticate the call can you confirm your birthday is _____, is that correct?

I'm a licensed insurance agent, and it's my job to gather some information and so that we can figure out which of our plans are available and best fit your needs. That being said, let's dive right in! Let me ask you some just a few questions, it will only take about 3 to 4 minutes tops.

Some of our plans offer a discount if someone else resides with you. Does anyone else live in the home with you?

Ok, great!

And what if we can help you lower your prescription drug costs, would you be interested in that?

[Go into a standard sales presentation based upon application and underwriting process/questions. If you need a basic Medicare Supplement sales presentation work with your Marketer.]

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