



READINESS

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

I'm calling because you filled out a request in the mail saying you're looking for answers to questions about turning 65 and enrolling in Medicare.

Understanding new benefit options can be overwhelming. We get more than _____ requests in your area every month.

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 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 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?

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