

Create Urgency Around Age & Eligibility for Life Products

Your eligibility is almost up...

Last Chance to Get:

Product	Age Cutoff	Product	Age Cutoff
Select 10	75 yrs. old	Whole Life	85 yrs. old
Select 20	65 yrs. old	10 Pay	85 yrs. old
Select 30	45 yrs. old	15 Pay	80 yrs. old
ROP 20	60 yrs. old (Non-Tobacco)	Final Expense	80 yrs. old
	55 yrs. old (Tobacco)	20 Pay	75 yrs. old
ROP 30	45 yrs. old		

***** Also remember, last age for Exam Waiver is 35.**

BIRTHDAY TERM WORD TRACK

Hello, Mr./Mrs. [Customer]? This is _____ from _____'s State Farm Office. How are you today? The reason I'm calling is because you have a birthday coming up and, according to our records, you will be turning ____, is that correct? Congratulations, that's a big milestone! I wanted to make you aware that once you turn _____ there are some life insurance products we offer that you won't be eligible for anymore. I wanted to make you aware of this and give you an opportunity to come in and have us show you the options you have while you can still get them. It will only take a few minutes and of course there is no obligation to buy anything. We just want to show you your options before they're gone. Would you have a few minutes this week to come in?

If "yes", set the appointment. If "maybe" or "tell me more", push to set the appointment. If "no", move on.