

GIFE Marketing & Scripts

GIFE MARKETING

- Work the Final Expense List: Age 65-80 and/or Birthday List
- Work 5-Year List sent from ASR

GIFE SCRIPTS

Declines & Incompletes

"Hi _____ this is _____ from your State Farm agent's office. Are you excited about Fall? Emaly Riojas State Farm Agency asked me to give you a call because previously we couldn't take care of your Life Coverage needs, and now we can. We can get you \$10k of permanent coverage for as little as \$_____ monthly. Is that something in which you'd be interested?"

Not Taken

"Hi _____ this is _____ from your State Farm agent's office. Are you about ready for Fall? Emaly Riojas State Farm Agency asked me to give you a call because previously we started Life Coverage for you, however, we're showing that you didn't take it but we don't see why. Do you recall what happened? LISTEN & RESPOND EMPATHETICALLY. We can now get you \$10k of permanent coverage for as little as \$_____ monthly. Is that something in which you'd be interested?"

Final Expense List

"Hi _____ this is _____ from your State Farm agent's office. Are you ready for Fall? Emaly Riojas State Farm Agency asked me to give you a call because you currently have Life Coverage with us and, now you can get additional coverage without underwriting. Would an additional \$10 or \$15k benefit be of value to you/your loved ones?"

Age 65-80 List

"Hi _____ this is _____ from your State Farm agent's office. Are you sad to say goodbye to summer? Emaly Riojas State Farm Agency asked me to give you a call because we can now get you Life Coverage with no underwriting. Would \$10k or \$15k of coverage be the best value to you/your loved ones?"