



## **E.L.F.F. Script for a list of new contacts** (Emergency Lists of Friends and Family)



To the client at the end of the sale:

“There is one last very important matter we have to take care of. As much as I appreciate the insurance industry being there to provide money for my clients when the inevitable happens, they will not pay out a claim..... unless they are notified. I know that is kind of obvious but, right now there is over 20 billion dollars of unclaimed beneficiary money sitting in insurance company reserve accounts in the U.S.A. I need to put an emergency backup in place for you to make sure your insurance money is not left in limbo.”

“We have a system in place that has solved this problem. It is called the Emergency List of Friends and Family (E.L.F.F.). We will put together a network of people who will contact my office when you pass away so your \_\_\_\_\_ (wife, husband, children, etc.) can be assured that your insurance money won’t be delayed. We need a minimum of ten names and numbers on your list. Ten is needed because five will be unreachable, out of the other five I reach, three will forget or lose my phone number and two will come through and contact my office.”

**Ask your client to get out their cell phone and start reading out names and phone numbers one by one and keep saying with head down; next, next, next, until you have exhausted their list.**

### **Script for calling names on the E.L.F.F. list:**

“Hello \_\_\_\_\_, my name is \_\_\_\_\_. You don’t me but \_\_\_\_\_ thinks highly about you and put your name and # down for me to contact and confirm you are willing to be on their list of people to contact my office if God forbid, he/she dies. We were able to qualify \_\_\_\_\_ for mortgage protection to protect his family in case of death, disability or critical illness with no medical exam. \_\_\_\_\_, I need you to type LIFE INSURANCE AGENT in your phone contacts with my number which is (\_\_\_\_) \_\_\_\_ - \_\_\_\_\_. I need to get your promise to contact me if something happens to \_\_\_\_\_, can I and \_\_\_\_\_ count on you?”

**When your new contact inquires more about this insurance you provided for their friend, always say; “The only thing I can do is the same thing I did for \_\_\_\_\_ and sit down with you and see what you qualify for.” Then, book a firm appointment. If your new contact does not inquire, simply ask; “\_\_\_\_\_, do you believe in protecting your family with insurance and have a tax-free retirement where you will not be able to outlive your money? Book an appointment and get ten more new contacts!**