



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!