

Scripting suggestions: “Continuing the Conversation”

Your message should be 14-24 seconds in length. Call at least once a day and email at least once a day for a minimum of 5-8 days. The current behavioral trend of internet shoppers indicates that choosing the right words in your VM is equally or more important than being the first one to call. Sales are a result of evoking a positive emotional response.

For example: Never say the word quote in a VM. Instead, say “Your Policy”



Remember that the customer sent you the quote request. He/She has a need and they're reaching out to you for help!! You are "**continuing the conversation**".

First phone call (message)

Hi Joe, It's Patrick at SF. I just received your email. I appreciate you reaching out to me. I'm working on your Auto Policy now and the rates look great! I'm looking forward to speaking with you today to answer all your questions and to make sure that we find the best policy that fits your family's budget. Please give me a call at:

Day 2 Follow up message

Hi Joe, It's Patrick at SF. I'm following up on our conversation from yesterday I'm available today to answer your additional questions and to make sure that we find the best policy for your family. You may call me anytime. If you prefer, you may email me the best time that I should call you and I will gladly accommodate your schedule.

Day 3 Follow up (Sincerity is a must) Acknowledge your previous calls.

Hi Joe, It's Patrick at SF. I appreciate you reaching out to me on (Mon..) I know that we've left you a couple messages this week. I truly don't want to be a bother. I just want to make sure that we find you the most affordable policy to take care of you and your family. I am available throughout the day to assist. Please give me a call at:

(Consider substituting this line)

***It looks like we're going to be able to save you some money.*

***I want to make sure that we find the right policy that fits your family's budget.*

Email Suggestions

Your email should be a continuation of the voice message.
A short personal follow up email should be sent after each VM.
Email at least once per day for the first 4-5 days then 2-3 times per week for 3 weeks. Stay in front of the customer. Never let a lead die. ipsum

Hi Joe,

I just left you a voice mail. I appreciate you reaching out to me. I'm working on your Auto policy now and the price look Great! I'm looking forward to speaking with you today to answer all your questions and help you find the best policy that fits your family's budget.

Please call me back at your convenience. If you prefer, you may email the best time that I should to call you and I will gladly accommodate your schedule.

At your service,
Patrick



Call Us Today to Learn More!

1-800-820-2981

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