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# MDRT Minute

## Better Appointments with Better Scripting

A good phone script can help keep your “selling monster” in the closet, and prevent you from using sales words that may turn off a prospect before you even begin. There are seven components to a phone script. These components never change, but there is room to make them your own:

### **A is your greeting.**

What is the first thing you say when you reach the prospect? Do not to use any slang words or phrases. Always adhere to a professional manner of speaking when using the phone.

### **B is your introduction.**

Avoid introducing yourself by saying, “My name is \_\_\_\_\_.” It indicates to the prospect that the caller is a stranger or a telemarketer, and merely increases the initial tension. Instead, simply try, “This is \_\_\_\_\_.”; or, “I’m \_\_\_\_\_.”

### **C is your company.**

This component is the only moveable one, as its position in the script is dependent on the D. It is a bad habit to say the first three components as if they were glued together. Separate your company name from your name because, depending on your connection with the prospect, you might mention it after the D.

### **D is the “connector.”**

This step should identify your connection/relationship with the prospect and state the motivation for your call. There are three different types of Ds: (1) “memory jog” (those you have met previously); (2) referrals, orphan policyholders of your company or Web leads; and (3) mail responders, Internet-purchased leads and cold calls.

### **E is the offering.**

The offering has three distinct parts: your “invitational verb,” where you mention the idea of an appointment for the first time; the “plan” verb, where you tell the prospect what you are going to do when you meet; and a noun that completes the sentence, such as your scope of work or opportunities.

### **F is the benefit.**

A benefit statement is the positive, emotional experience the clients will achieve if they meet with you.

### **G is the appointment.**

When asking for the appointment, apply the strategy of not being too specific because you may turn off the prospect at any time. Examples: “What is the least hectic time of your day, before or after lunch?” or “What would be easier for you, this week or next?”

Remember: The motto for good scripting is “Planned, not canned”. You need to know what you are going to say, say it in a way that fits your personality, and position it so that it speaks to the relationship and needs of that particular prospect.

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