



Med Supp T-65 Direct Mail Lead Introduction

Hi [First Name], my name is [First Name] _____ [Last Name] _____ with [Business Name] _____ here in _____ county. I'm calling because you filled out a request saying you're looking for answers to questions about turning 65 and enrolling in a Medicare Supplement plan. Understanding new benefit options can be overwhelming. We get more than _____ requests in your area every month.

Note: Some lead vendors may include additional info about the prospect, such as a hobby. Use this info if possible to help make a more personal connection.

I'm a licensed insurance agent and it's my job to gather some information so that we can figure out which Medicare plans are available and best fit your needs.

That being said, let's dive right in!

Let me ask you a few questions; it will only take about 3 to 4 minutes tops.

Some plans offer a discount if someone else resides with you. Does anyone else live in the home with you?

Okay, great!

{INSERT ANOTHER FEW SENTENCES}

Great! I just want to let you know we will need to cover that on another call. I'm happy to get you the consent form you'll need to sign to say it's okay that we also talk about Prescription Drug Plans or Medicare Advantage Plans. Sound good? Now let's get back to the Medicare Supplement stuff.

Calls and texts are prohibited to numbers on state and federal do-not-call lists unless proper consent has been obtained. Telemarketers must honor internal do-not-call lists and agents must be properly licensed in the jurisdiction(s) in which they are selling insurance products. Any outbound calls or texts must comply with federal, state and local restrictions and guidelines. All marketing must adhere to federal, state and local laws, including, but not limited to, laws related to privacy, telemarketing and advertising. Consumer-facing materials must be approved prior to distribution. Contact your Compliance Officer for questions and guidance.