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TELEMARKETING  
BONUS LEAD  
SCRIPT

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**B, C, D, E LEADS**

FOR TELEMARKETING  
LEADS ONLY

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UniTrust Agency

HEY \_\_\_\_\_, IT'S (YOUR  
NAME)...HOW ARE YOU?

Good thank you...

I'm just giving you a quick call regarding your  
(Bank Name) mortgage over on (street  
name) in (City). It looks like you spoke to  
(telemarketer name) a while ago about the  
mortgage protection options and gave her a  
password of (password)....You don't  
remember doing that do you?

No problem.....THAT'S EXACTLY WHY I  
CALLED...

I'm the field underwriter assigned to go over  
the mortgage protection options with you  
and they have me out either \_\_\_\_\_ or  
\_\_\_\_\_ and I just needed to see which  
day is better?

Verify information

Make sure spouse will be there

Get health info

Get directions to the house

Tie down the appointment

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