Sample Auto Script from HBW Leads

INTRODUCTION

Hello, this is **[Telemarketer's Name]** calling on behalf of **[Agency Name/Carrier].** I am calling to offer a free, no obligation comparison quote on auto insurance. But first, has anyone in your household had any tickets or accidents in the past 3 years?

> If Yes:

Accidents: Were you at fault? How long ago?

Tickets: What was the ticket for? Who got it?

> If No: Go to qualifying questions

QUALIFYING QUESTIONS

- Who are you currently insured with?
- How long have you been with **[Carrier Name]?**
- Do you know how much you pay? Is that monthly or semi-annually?
- How many vehicles do you have in the household?
- What is the year and make for the vehicle that you drive?
- How many miles is it driven to work or school each day one way?
- Do you have full coverage or liability?

FOR LIABILITY ONLY:

- What are your liability limits? 25, 50, 100, 300 does that sound familiar?

FOR FULL COVERAGE ONLY:

- What is your deductible? 250, 500, 1000 does that sound familiar?
- What are your liability limits? 25, 50, 100, 300 does that sound familiar?
- Do you OWN or RENT your home?
  - If RENT: Would you be interested in receiving a free renter's quote?
  - If OWN: What is the square footage of your home? How many bedrooms/bathrooms?
- What year was your home built? If you're unsure, do you know the decade it was built?
- Are you still living at **[Insert Address]**? [Verify the complete address including zip code]
- What is your middle initial?"
- If Additional Drivers: What are their name(s)?
- What is your date of birth? What are the other drivers' date of birth's?
- What is alternate phone number where you can be reached?
- What is your email address?
- What is the best time to reach you?

WRAP UP

That is all we need right now, **[Prospective Customer's Name]**. **[Agent Name]** will be giving you a call back within 1 to 2 business days to go over the quote they have prepared and may possibly need to ask you a couple more questions about the information you've given me. If you could have your current policy declaration page available when they call, it will ensure that you receive the most accurate information.

Does that sound okay? **[Must say "YES" to be counted as a lead]**

Thank you very much for your time and have a great rest of your day.