

AGED IUL CALL SCRIPT (SHORT / COLD DIAL VERSION)

Opening (quick + disarming)

“Hi, is this [Name]?”

Hey [Name], this is [Your Name].

I’m reaching out real quick, you had looked into some information a while back about a program that builds cash value alongside life insurance...

I just wanted to see if that’s still something you’d be open to, or if you already handled it?”

Re-Engage (handle memory gap fast)

“No worries, most people don’t remember filling it out.

It was just regarding something that can protect your family and also build money you can use later.”

Hook (keep it simple and interesting)

“Let me ask you this real quick...”

Would you be more interested in:

- something that grows money safely over time
 - or just basic protection for your family?”
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Qualification (fast + smooth)

“Got it.

And just so I don’t waste your time, any major health issues like heart, cancer, or anything ongoing?”

Value (one-liner, not a pitch)

“Okay perfect.

This is designed so your money can grow without losing it when the market drops, and you can still access it later if you need to.”

Close (direct + assumptive)

“I’ll keep it simple and show you what you qualify for, takes about 10 minutes.”

“Is later today better for you, or should we look at tomorrow?”