

## Getting the Emergency Contacts:

### The Script:

Alright, [Client Name] this is the last thing we have to do, is we have to set up your Emergency Contact System. Now what that is, there's actually over a billion dollars of unclaimed insurance out there, and it's not because the insurance companies don't want to pay, (point backward) it's just because no one ever called to make the claim. Policies get lost, people move, we had a girl, 6 months before her dad died, his house burned down and so all the paperwork got burned up in the fire so they had no idea who to call to make sure the insurance got paid out.

(Share a story, use someone else's story until you have your own).

So what we do to prevent that, we create an Emergency Contact System which is a list of local people that we contact and let them know you have a policy with us so they can let us know when you die [or if something major medical happens/hospitalization], so we can make sure the money gets out to the family as quick as possible. Now who would you put first on that list?

(Put your head down).

Where do they live? What's their phone number? How do you know them? Who's next? Who's next?  
(Keep asking who's next).

(If people have a hard time ask):

Who would you invite to a BBQ?

Who are the recent calls on your phone?

What about your neighbors?

People you go to church with?

This is a value-based service because there is so much money that goes unclaimed, this is going to create a safety net for your clients. You want multiple numbers. People change their phone numbers, people are not going to save your number, and you're not going to get in touch with everyone. Multiple numbers and names widen your client's safety net and allow you to do your job.

Now who on this list do you think could use additional information on what we do?

(Start listing out 3 or 4 things that you offer).

