**Dental & Med Plus SCRIPT**

* The idea is to talk to your prospects... not at them. Try not to talk too fast. Talk to them as if you were sitting across the table from them. Use their name throughout the conversation! The sweetest word in the world for everybody is their own name!
* Remember only to answer their questions if they ask it. Do not go into great detail about the plans unless they ask.
* Be confident but caring if you waiver in what you are saying they will know it and will shy away from enrolling with someone over the phone. If you believe it, it will come across that way.
* You are offering them the information they requested and it is up to them to decide they need it. Don't be afraid to ask them to enroll.
* Don't just read the script incorporate it into your conversation.
* Have their providers pulled up before calling them that way you can see what providers they have in their area in case they want to know.

**Introduction**

* Hi [FirstName], this is [AccountFullName], with AmeriPlan® Dental office. I'm calling because you had requested information about our Dental plans. Is this a good time to talk? (Wait for response)
* \*Ok great! Now, are you looking for just Dental or do you need Medical benefits as well?
* \*Just Dental okay, Now are you in pain do you need to go to the dentist right away?
* \*Are you looking for benefits for just your self or for your household? (you're gathering info about the prospect for conversation)
* We have a dental plan that is $25/mo or a Medical plan for $25/mo. You can receive all benefits with both plans for just $40/mo and that does cover everyone that is living in your house. Our Dental plan (Medical Plan) also gives you (Dental), Vision, Prescription & Chiropractic benefits at no extra cost to you.
* Are you familiar with AmeriPlan® and how our plans work?
* AmeriPlan® is 23 years old and we are the largest discount benefits provider in the nation today. We are not a traditional insurance company we are a discount benefits company. What that means to you is that there are no co-pays, deductibles, or limits. When you go to the dentist (doctor) you just present your card and they will discount your bill by 80% on all services that a (doctor)or, dentist does for you. And our plans do go into effect immediately so if you were to get started today you would be able to go to the (doctor) or, dentist tomorrow.
* Now because you do receive Vision, Prescription & Chiropractic benefits as well would any of these benefits help you? Okay great well with our (only talk about what they are interested in).
* Vision you will be able to save up to 60% on your frames and lenses and about 10% on your exam you can go to places like pearl vision, Lens Crafters, jc pennys, sears.
* Prescription you will be able to save up to 25% on Name Brand drugs and 50% on Generic. You can go to places like Wal-Mart, Walgreens, CVS, Rite Aide. All major pharmacies accept our plan.
* Chiropractic you will be able to save up 35% on all your visits. Insurance only covers at the most 24 visits a year.
* So does this sound like something you will benefit from?
* Yes - Ok great lets go ahead and get you covered so you can go get that tooth taken care of. (Or what ever they tell you is wrong)
* Start taking their information:
* Name, Address, Phone #, DOB
* Household members name and DOB
* Email
* We do have a one-time $20 application fee, ($30 if they are getting both plans.)
* (First Name), so your first payment will be $\_\_\_\_\_, and $\_\_\_\_\_ every (month/quarter/year) thereafter, How would you like to take care of the $\_\_\_\_\_\_\_ Credit Card, Debit Card Take their payment info.
* 3 digit CVV Code
* Ok ([FirstName],you will receive a copy of your application via your e-mail, so if you need to go to the dentist before your cards arrive just take that application with you and they will know what to do.
* You willl get your packet in 10-14 business days, and there'll be a toll free number to customer service in with it, but I want to give you my personal contact.
* Now inside your booklet there will be a list of all providers in your area for you to choose from. Do you have any questions that I can answer for you?