

# Life Insurance Sales Call Script (Sample)

**Seller:** Hello, this is Alex with SecureLife Insurance. How are you doing today?

**Buyer:** I'm fine, thanks. Who's calling again?

**Seller:** I'm Alex from SecureLife. I work with people in [city/state] to make sure their families are protected financially if something unexpected happens. Do you have a quick minute?

**Buyer:** Sure, I have a few minutes. What's this about?

**Seller:** It's about life insurance. A lot of folks I talk to already have some coverage through work, but it's usually not enough to cover things like a mortgage or everyday expenses if something happened. Can I ask — do you have any coverage right now?

**Buyer:** I think I have a small policy through work, but I've never really looked at it.

**Seller:** That's really common. Usually employer policies cover just one or two years of salary, which disappears pretty quickly. Most people want enough to cover things like debts, childcare, or income for their spouse. Is protecting income for your family something that matters to you?

**Buyer:** Yeah, I mean, I wouldn't want them to struggle if something happened to me.

**Seller:** Exactly. The good news is that basic coverage is often less than a couple cups of coffee a week. A 20-year policy can give your family a solid safety net at a low cost. If you'd like, I can show you a ballpark quote — no commitment, just information.

**Buyer:** Okay, that sounds fine.

**Seller:** Great. To get started, I'd just need to confirm your age and a few basics. After that I can show you options that fit your budget. Does that sound good?

**Buyer:** Yeah, that's fine.

**Seller:** Perfect. Let's start with your date of birth...