



UNITED LEAD NETWORK
EXCLUSIVE LEADS PROVIDER

Group Health Insurance Lead Generation Sample

Introduction (For All Scenarios)

Hi [Prospect's Name], my name is [Your Name] from the Business Solution Center. How are you today?

[Pause for response.]

I'm reaching out because we specialize in helping businesses like yours with **employee benefits**, including **group health insurance plans**. I wanted to see if you'd be interested in learning how our plans can offer **comprehensive coverage** for your employees while helping you save on healthcare costs.

Would you be open to discussing this further?

Qualification Questions (For All Scenarios)

- 1. Company Information:**
Could you please confirm the name of your company and the type of business or industry you're in?
- 2. Number of Employees:**
How many employees do you currently have?
- 3. Current Health Insurance Coverage:**
Are you currently offering health insurance to your employees?
 - If YES: Who is your current insurance provider, and when is your policy up for renewal?
- 4. Desired Coverage Options:**
What types of coverage are you interested in for your employees?
 - Medical
 - Dental
 - Vision

- Other
 - 5. **Budget for Insurance Premiums:**
Do you have a budget in mind for your health insurance premiums?
 - 6. **Timeline for Decision:**
When do you plan to make a decision or renew your current health insurance plan?
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1. Callback Lead Handling (Group Health Insurance):

Step 1: Confirm Interest

- Would you be interested in scheduling a callback to discuss your group health insurance needs in more detail?

Step 2: Schedule a Callback

- When would be the best time for our advisor to call you back and go over your options?
 - **Morning**
 - **Afternoon**
 - **Evening**

Step 3: Verify Details

- Let me confirm your details to ensure the callback is scheduled properly:
 - **Company Name:**
 - **Number of Employees:**
 - **Current Insurance Provider** (if applicable):
 - **Desired Coverage Options:**
 - **Budget for Premiums:**
 - **Timeline:**

Step 4: Close the Conversation

- Great! You'll receive a call from our advisor [Advisor Name] at [Scheduled Time]. Please expect the call, and thank you for your time!
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2. In-Person Appointment Handling (Group Health Insurance):

Step 1: Offer an In-Person Appointment

- If you'd prefer, we can schedule an in-person meeting with one of our advisors to discuss your group health insurance options and how we can help your company save on healthcare costs. Would you be open to meeting with us?

Step 2: Schedule the Appointment

- What day and time would work best for an in-person appointment?
 - **Option 1:** [Date/Time]
 - **Option 2:** [Date/Time]

Step 3: Verify Details

- Let's confirm your details to ensure everything is set for the appointment:
 - **Company Name:**
 - **Number of Employees:**
 - **Current Insurance Provider** (if applicable):
 - **Desired Coverage Options:**
 - **Budget for Premiums:**
 - **Timeline:**

Step 4: Confirm the Appointment

- You're all set for an appointment with [Advisor Name] on [Date/Time] at [Location]. Please let us know if anything changes.
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3. Live Transfer Handling (Group Health Insurance):

Step 1: Live Transfer Introduction

- I can transfer you to one of our advisors right now, who can help you review the group health insurance options available and how our plans can benefit your employees. Do you have a few minutes to speak with them?

Step 2: Verify Details

- Before I transfer you, let's quickly confirm your information:
 - **Company Name:**
 - **Number of Employees:**
 - **Current Insurance Provider** (if applicable):
 - **Desired Coverage Options:**
 - **Budget for Premiums:**
 - **Timeline:**

Step 3: Initiate the Transfer

- Great! I'll transfer you now to [Advisor Name], who will go over your options and answer any questions you may have.

Step 4: Close the Transfer

- Thank you for your time, [Prospect Name]. You'll be speaking with [Advisor Name] shortly.
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Common Rebuttals (For All Scenarios)

- **Not Interested:**

"I understand, but offering competitive health insurance is a great way to attract and retain talented employees. Would you be open to exploring some cost-effective options?"

- **Already Have Group Health Insurance:**

"That's great! Many of our clients already had group health insurance, but we helped them find better coverage at lower premiums. Would you like to compare your current plan with what we can offer?"

- **Can't Afford Group Health Insurance:**

"I understand. The good news is that we offer flexible group health insurance plans that can fit within your budget while still providing great coverage for your employees. Would you be open to discussing those options?"

- **How Did You Get My Information?:**

"We usually receive information through business directories or online requests for health insurance quotes from companies like yours."

Final Confirmation (For All Scenarios)

Before ending the conversation, confirm the following details:

1. Company Name
2. Number of Employees
3. Current Insurance Provider (if applicable)
4. Desired Coverage Options
5. Budget for Premiums
6. Timeline
7. Next Steps (Callback, In-Person Appointment, or Live Transfer)

Closing Statement:

Thank you again for your time, [Prospect Name]. We're committed to helping your company find the best group health insurance plan for your employees. If you have any further questions, feel free to contact us at [Phone Number]. Have a wonderful day!

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