T-65 Telemarketing Script

Date used – individuals turning 65 within 6 months

Hi my name is (rep name) I am calling from Senior Benefit, how are you doing?

I am calling as our records show you will soon turn 65 and will be approaching your Initial Enrollment Period which means you will be applying for Medicare is that correct? (confirming they are turning 65)

You must enroll in Medicare when first eligible or risk a reduction in your Social Security payment. Late enrollment can leave you uncovered in the event of serious illness. So would it be okay if one of our Medicare insurance specialist call you back in the next day or two to go through all your options for Medicare?

(Great, ill have (rep name) call you in the next day or two to review your options but first need to get a little more info from you)

Are you currently on Medicare? (if so, stop the call)

Name? Address? DOB?

Best Phone number to reach you at and best time to call you (Mornings/Evens or afternoons)? Your email address?

Just for the reference of the call what’s your favorite color? You can name any color red, green blue.

Okay, I have our Enrollment Specialist \_\_\_\_\_\_\_\_\_\_ (name of agent on dialer) contact you in the next day or two and just so you know this call is recorded for quality or training purposes would that be okay?

Thank you and goodbye.