

Appointment Setting via Text Messaging

What is the first Text Message that I send to a New Lead?

Send “T1”

What text message do I send once I get a **positive** response from T1?

Send T2 – Individual vs Family

Note: Bypass T2 and move straight to T3 ONLY if the client replies back to T1 with “individual”

What text message do I send once I get a **positive** response from T2?

Send T3 – Quote

What info do I need to quote?

Gender/State/DOB or Age

What text message do I send once I get a **positive** response from T3?

Send T4 – Timeframe

What text message do I send once I get a **positive** response from T4?

Send T5 – Creating Urgency

What text message do I send once I get a **positive** response from T5?

Send T6 – Setting Appointment

Reminder: Don't forget to send the preset labeled ***Once Appointment is Set*** if you set an appointment for a later time in the day/week.

Pressing for the Appt via Text (Delayed Responders)

Recap - What do I send if I get a positive response to my T1 text message?
T2

How long should I wait to press if I get delays from the client via text?
20-30 minutes max

What text message do I send if I get no reply to **T2/T3/T4/T5** within 20-30 minutes?

Send preset text labeled ***Preferred Doctors in Network***

What do I send if I get no reply to *Preferred Doctors in Network* after another 20-30 minutes?

Send preset text labeled ***Choppy Service***

What do I send if I get no reply to *Choppy Service* after another 20-30 minutes?

Send preset text labeled ***Lower Premiums***

What do I send to conclude my day for each interested lead that I failed to set an appointment with?

Send preset text labeled ***Maybe a Better Time to Talk***

What reply am I looking for from the preset *Maybe a Better Time to Talk*?

Yes and/or something positive

What do I send once I get that reply from *Maybe a Better Time to Talk*?

Send preset text labeled ***Easy Question followed by Hard Question***