

Consumer Value Prop

Approach to Receptionist Script

Good morning, maybe you could help me. My name is _____ and I'm doing **educational Lunch & Learns** in my community and I wanted to do one for your team. By the way, I'm with Aflac Small Business Solutions.

I know I'll need to get **approval first** from the office manager or business owner. Is that _____?

Thank you. Before you introduce me to them, if they allow me to do the Lunch and Learn, roughly **how many employees** do you have?

Great, and are they currently offering any **employee benefits**?

I'm sure _____ is busy today, so I'm not asking for their time right now. I just want to see if I can get on their calendar for another day. Could you help introduce me to them?

Decision Maker Value Prop

Approach to Decision Maker Script

Thank you for taking a moment. My name is _____ with Aflac and I just stopped by to introduce myself. I'm doing **educational Lunch and Learns** in my community and I wanted to do one for your team. But before I do, I wanted to get some time on your calendar to see if what we do is a good fit for your business. Does Tuesday or Wednesday work better for you?

If they ask "What's this about" - I'll show you how Aflac can help your business and your employees at \$0 cost to you. Policies average \$3-10 per week for employees. It can also help with attracting and retaining employees. I'd like to show you how it could work. Would later this week or next week work better for you?

Confirm Appointment - Perfect. I'll see you on _____. One last question, is there anyone else who helps make business decisions you would like to include in this meeting? Great! Be sure to mark it on your calendar, because I'll be back!