

Insurance Sales Script

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You can fully customize this script to fit your unique needs for free.
[Click here to edit, delete or add new blocks to your script.](#)

Welcome to our insurance cold call script!

Welcome to our **free insurance cold call script** to help you **better qualify your prospects** and win more customers!

We have created **a cold calling script for insurance agents**, also available in PDF version, to help you create a good **sales pitch** and not forget any information.

You can follow our instructions and customize **your script to make successful cold calls**, according to your needs: edit the blocks already present, or delete and add other blocks using the menu on your right (drag and drop the elements your salespeople need).

Introduction to your call:

- Hello, my name is **(your name)** and I work as **(job title + agency name)**.
- We are specialized in [...] insurance, and we are (One or two competitive advantages to try and keep the person on the phone: X% cheaper / Number of customers / Price: elected best insurer, etc.)
- Do you have a few minutes to discuss your current situation, your needs and plans, and the solutions we could provide?
- **(If no)**: Okay, are you available on **(date)** so I can call you back?

- **(If yes):** Continue with the questions and elements of the script.

☺ **Don't forget to smile: your prospect will hear it!**

Contact information: Understand who you are talking to

Full name

Marital status

Job

Children

Address

Current situation

Existing insurance contracts — What insurance contracts do they have? With which companies? Are they satisfied with their cover?

Insurance required — What type of insurance do they need?

Home Car Bike Travel Business Other

Specify if other — Other type of insurance needed

Needs — Budget? Specific requirements?

Coverage level required — Third party? Comprehensive? Compulsory and voluntary excesses?

Claims history — How many claims made in the last three years? Under what circumstances?

Timing / Budget

Start date — When should we start the contract? When does their current contract end?

Contract type — Prefer to pay monthly or annually?

Competition — Talking to other insurance companies? What other quotes have they had?

Next steps — Detail which documents they need to provide

Pros

Free to sign-up

Not talking to competitors

Cons

Just looking for now

Talking to competitors

[Free sales script generator](#), offered by [noCRM.io](#) the sales prospecting app