Just be sure to nail the opening line with these leads. You want to utilize their occupation in the first line.

You have about 3-5 seconds to catch and keep their attention without sounding like a telemarketer. They are a Nurse, teacher, truck driver or whatever occupation they have, you want to use that immediately in the opening line to jog their memory and familiarize themselves with you.

The whole goal of this first call is to have a good conversation and then set the next steps whether it's zoom, face-to-face appointment, follow up call/quote, etc. but more conversational.

Here is a better opening line.

"Hey John,

Yeah who's this?

My name is Connor and I'm calling you about the request for 500k designed for nurses? How are you today?

I just need to get a little bit more info to find the best coverage for you..."

The opening of this conversation is EVERYTHING. The next thing I genuinely want to know from them before I set appt before I gather any other info. The very first thing I want to know is "How did you land at 500k?" or something like "I see you wanted a quote for $500,000, tell me how you landed at that number."

"awesome, now do you currently own life insurance outside of work?"

This lets me into their brain about life insurance in general. Like, if this is the first time they've ever bought life insurance outside of work then they may not be accustomed to the process or the pricing. I want to know their insurance background and if they've ever owned insurance outside of work. If they do have an existing policy outside of work I ask them something like, "Oh, so you were looking for some additional coverage on top of what you have now?" How much do you have now, John? Ok great, and when does that policy run out?" You need to know what he has so you can help him with what he needs in that gap...he could have 2 years left on a 20 year term and that's why he's talking to you. You need to know what's up.

As you dive in they will trust you and know that you are there to truly help and set whatever appointment