

# Sales Script and Outreach Schedule: How to Work Each Lead to Perfection

Grow your business with our sample script and lead contact schedule for phone, email, and text outreach

## Day 1

### Lead Comes in

- Call (if no answer, don't leave a message)
- Wait 10-30 minutes and try to call again, if no answer, leave a voicemail.

**VO Voicemail:** Hi (consumer name), This is (agent name) with (carrier or agency name). I'm sorry I missed you. I understand you're in the market for car insurance and I'd be happy to help you with that. Please give me a call back at your earliest convenience and I'll provide you with a quote. I can be reached at (agent phone number). I'm also going to follow-up with a text message and email so feel free to get in touch with me however you prefer. Have a great day!

**Text:** Hi (consumer name)! This is (agent name) from (carrier or agency name.) I'm following up on your interest in getting a new auto insurance policy. When is a good time for us to connect?

**Email:** Hi (consumer name),

I'm following up on your interest in getting a new auto insurance policy. My goal is to provide you with the best coverage at the best price with (carrier or agency name).

Here's my full contact information. Feel free to call, text, or email me so I can provide a new auto quote to you.

(Agent name)

(Agent phone number)

(Agent email address)

I look forward to speaking with you soon,

(Agent name)

(Agent signature)

## Day 2

- Call, if no answer, leave a voicemail

**VO Voicemail:** Hi (consumer name), This is (agent name) with (carrier or agency name). Hopefully you received my voicemail yesterday. I wanted to follow-up and see if you had five minutes to connect today about a new auto insurance policy. Please give me a call back at your earliest convenience and I'll provide you with a quote. You can reach me at (agent phone number). Have a great day!

## Day 3

- Call, if no answer, leave a voicemail

**VO Voicemail:** Hi (consumer name), This is (agent name) with (carrier or agency name). I thought I'd try you again today to see if we can discuss saving you money on your auto insurance policy. Give me a call when it's convenient. I'd love to get a quote going for you. You can reach me at (agent phone number). Have a great day!

- Text Message

**Text:** Hi (consumer name), this is (agent name) from (carrier). I just left you a voicemail regarding your request for a new auto insurance policy. Feel free to give me a call at (agent phone number) and I can get you a quote!

## Day 7

- Call, but if there is no answer, don't leave a voicemail.
- Text Message

**Text:** Hi (consumer name), This is (agent name) with (carrier or agency name). I'm checking in to see if we can schedule time to get an auto insurance quote for you and save you some money. Do you have time to connect today?

## Day 10

- Text Message

**Text:** Hi (consumer name), This is (agent name) with (carrier or agency name). Would you like to connect today so that I can get you an auto insurance quote?

## Day 14

- Call, if no answer, leave a voicemail

**Voicemail:** Hi (consumer name), This is (agent name) with (carrier or agency name).

You expressed interest in getting a new auto quote and I'd love to help save you some money with a new policy. You can reach me at (agent phone number). Give me a call and I'll get this quote started for you. Have a great day!

## Day 19

- Call, if no answer, leave a voicemail

**Voicemail:** Hi (consumer name), This is (agent name) with (carrier or agency name).

I'm checking in with you to see if you'd like me to provide a quote for auto insurance. I'd love to see how much money I can save you. Give me a call at (agent phone number). Have a great day!

## Day 30

- Call, if not answer, leave a voicemail

**Voicemail:** Hi (consumer name), This is (agent name) with (carrier or agency name). I thought I'd check in with you one last time to see if you're still looking to save some money on your auto insurance policy. I'm here for you if you'd like me to get a quote for you. Just give me a call back at (agent phone number).

## Day 31

- Email Message

**Email:** Hi (consumer name),

I'm sorry we haven't been able to connect. I'm always available to provide an auto insurance policy quote to you. You have my contact information, so feel free to reach out to me. My goal is to provide you with the best coverage at the best price with (carrier or agency name)!

Take care,

(Agent name)

(Agent signature)

- Text Message

**Text:** Hi (consumer name) We've helped shoppers save hundreds of dollars by switching to (insurance company). Are you still interested in getting a new auto policy? I am available if you would like to schedule time to chat.

---

**Don't Give Up** - [Check out our article on working old leads](#)