

The Head Hunters Division uses this script to make the calls:

*Even if you're not making These Prop Hog Calls...you should still know this verbiage. Read it out loud 5 times, it'll add vocabulary to your conversations.*

**[Opening – Greeting] - HEAD HUNTER:**

Hi (*Prospect*), My name is Patricia, I'm with GFI. How's your day going? (*Pause for response*)

I'm reaching out because I noticed you're licensed in the financial services industry and I wanted to ask, would you be open to a quick conversation about how you could potentially make more money using your license? WFA **If they say no, "NO WORRIES. DO YOU mind if I just ask you a couple of questions?"** (*Pause for response*)

**For VM:**

Hi (*Prospect*), My name is Patricia, I'm with GFI. Hope your day is going well.

I'm reaching out because I noticed you're licensed in the financial services industry and I wanted to ask, would you be open to a quick conversation about how you could potentially make more money using your license? Please reach out at (209) 921-2191.

**[Engagement – Discovery Questions] - HEAD HUNTER:**

How long have you been licensed? (*Pause for response*)

If you don't mind me asking, which company are you currently with? (*Pause for response*)  
*That is a good company!*

**SO LET'S GO AHEAD AND SCHEDULE A QUICK ZOOM WITH OUR EXPANSION DEPARTMENT!** What time works best for you today? No worries, we have time available tomorrow morning or afternoon, what works best for you? (*Pause for response*) You're in (state) right, that's PDT/CDT/EST?

(Confirm date, time and their email that is on CRM, CEO Suite) So in a few minutes you will be receiving an email with the zoom link,, please confirm your attendance.

Thank you and have a great day!

**[Value Proposition – Part 1: Appointment System] - HEAD HUNTER:**

**Let me share what makes us really different.**

You're probably either buying your own leads or generating your own prospects, right?  
*(Pause for response)*

Then you're calling them, setting up the appointment, closing the sale, writing the application, chasing down outstanding conditions, and then hoping they still want the policy.

Sound familiar? - *(Pause for confirmation)*

**Here's how we're different:**

We have a system in place—appointment setters and handlers.

Imagine this: 20 to 30 pre-set appointments on your calendar, ready to go.

No matter your closing ratio or sales experience, if you talk to more people, you make more money. Yes or yes? *(Pause for affirmation)*

Can you see how this would increase your income? *(Pause again for buy-in)*

**[Value Proposition – Part 2: Tech + National/Global Expansion] - HEAD HUNTER:**

Now let's talk about reach.

With your current setup, maybe you can work in all 50 states—but are you really taking advantage of that?

What we did was use technology to change the game. We created a 7-minute instant-approval life insurance system—on a QR code.

You can now sell in all 50 states, instantly.

But we didn't stop there. We're in 52 countries and counting.

You might say, "But I don't know anyone outside the U.S." right? Neither do I—but the internet does.

We run social media campaigns with 100+ templates—with your name, your photo, your QR code—designed to help you unlock international leads on a faceless American-based life insurance policy.

Can you see how this scales your income potential?

Boom.

**[Value Proposition – Part 3: Equity Play] - ROBERTO:**

Now here's the big one—equity. You and I have the same license.

We can sell life insurance all day long and earn a great living.

But what's your long-term equity play?

Most companies have already sold or been acquired.

We haven't.

We're growing with the goal of going public by 2030.

Imagine getting a 30x multiple on your income.

Let's say you're earning \$100,000 per year.

In 2030, that could translate into a \$3,000,000 equity check.

Would that change your life just a little bit? Yes or yes?

**[Close – Call to Action]- ROBERTO:**

So now you've heard three real ways you could increase your income:

1. Pre-set appointments
2. Nationwide and global tech-driven outreach
3. A real equity opportunity

Let me ask you one last thing: *(Pause for response)*

If I could show you how to accelerate your business and put your license into a better vehicle—would you be open to a quick 20-minute Zoom? *(Pause for response)*

Are you available today? If not, is tomorrow better? *(Pause for response* then book the appointment)

Let me confirm your email—is it [insert placeholder]? Yes or yes? *(Pause for response)*

Great, I'm scheduling with our expansion team, you should be receiving an email invite for this meeting. Please check your email.

Ok, have a great day!

**[Follow-Up & CRM Tagging]**

**FROM ROBERTO (Internal instruction):**

Whether they say yes or no, I still send the follow-up email, tag them in my CRM, and set a reminder for future outreach.

Sell the dream.

Bring energy, passion, and conviction. Don't leave gaps—keep the momentum.

Don't let them interrupt. Don't let them ask too many questions. Drive the conversation. Stay in control.

Deliver the message. Be clear. Be specific. BAM.