

Agent Contact

PROCESS & CALL SCRIPT

Step 1:

Identify the school or schools where you would like to implement the Prizes for Pages program.

Step 2:

Call the school office to schedule your appointment to talk about Prizes for Pages and the program benefits.

Sample script 1:

"Hello, my name is _____, I am a 403(b) agent with National Life Group®. We do a lot of business with school districts across the country, so we know how important reading and literacy is to academic success, and we know how hard you work to promote the academic development of your students. We have a free program called Prizes for Pages that will reward the students at your school for reading. Can I set-up a time to come in and tell you more about this program?"

If the office is reluctant to meet with you or if they would like more information, continue with the following script:

Sample script 2:

"I'd be happy to send you some more information about the program via e-mail. There is no cost to your school, National Life Group is making this program available as a thank you to all of the school districts where we are a 403(b) vendor. Can I please have your e-mail address?"



When the school office accepts your offer to come in, set an appointment time and take them a copy of the Prizes for Pages Explanation (Cat No. 102260).

Send the school the HTML with Prizes for Pages information. Follow-up within a week to ask for another opportunity to meet with them.



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