



## **Small Business Owner Script**

### ***Walk-in Approach***

“Hi. My name is \_\_\_\_\_ and I am a local business owner. I am out meeting other business owners to build my network of referrals. I saw your business and wanted to come in and meet you. One of the things that I pride myself on is the ability to connect people and send referrals. If there’s something that I can do to help you, I’ll show you what that looks like, and if there’s not, we can still be friends and help each other grow. Fair enough?”

If you have a few minutes to chat now, great, but if not, I can come back on a day that would work better for you. Do you have 10 minutes now?”

### ***Opening with Business Owners:***

Who are your target customers? What type of referrals could help you?

### ***Your turn to explain what you do.***

I provide income protection for small employers that want to provide group insurance, but maybe don’t have the budget to do it. We offer programs that we can get set up with only a \$20 monthly contribution.

### ***Have you ever wanted to offer benefits to your employees?***

If you could offer benefits for as little as \$20 a month that doesn’t require you to do anything besides set up a time for me to come talk with employees for 10 minutes each, would you do it?

### ***If yes, set up a time to come talk to employees.***

If the business owner is not convinced you bring out the Special “K” sheet and do the presentation, then go back to the close to set up a time to talk with the employees.