Matt Gibbons Door Knocking Script

**Line 1:**

Hi, (**first name on lead**), my name is (**agent name)** how are you doing today?

**Action:** Hand the client your clipboard and put your hands in your pocket. (Very important don’t skip)

**Line 2:**

Is that your handwriting?

**Line 3:**

Okay perfect I’m a field underwriter with the Mortgage Protection Center and I was sent out because we couldn’t reach you by phone. Is that your phone number?

**Line 3 alternative:**

I’m the field underwriter assigned your paperwork and I was in the area helping another family. I don’t have much time because I have another appointment.

**Action:** Look down at watch

**Line 4:**

You know what, I can do you a favor because now looks like a good time and it only takes only 10-15 minutes to go over the mortgage protection.

**Line 5:**

Let me go grab my bag and shut off my car I will be right back.

**Action:** Start walking away and go get your bag and information.

**Action:** Come back to the door, make a friend and make a sale.

**Objections:**

Client: I don’t have time

Agent: Okay no problem I don’t have much time either I’m getting ready to head to my next appointment it only take 10-15 minutes.

Client: I don’t have time

Agent: Okay no problem I don’t have much time either. I will be back in your area tomorrow what time do you and your spouse get home from work?

Client: I already took care of it

Agent: Okay perfect I’m glad you found something. What company did you go with? Good company but high rate. Are you sick? I normally put my very unhealthy people with that company. Let me grab my bag and I will be out of your hair in no time to make sure that is the best protection for you and your family.

Door Knocking Tools

Storage Clipboard that will hold delivery notices and calandar/activity tracker

Road Warrior app on your phone to route stops

Equis Financial lanyard

Small copy of your license to put in lanyard ID holder

Delivery notices

Door Knocking Set Up

1. Pull into clients driveway.
2. Leave driver side door open and car running.
3. Walk up to the front door like your in a hurry.
4. Knock up and down the door to create different frequencies inside the house.
5. Make sure you have at least 15-20 other leads on our clipboard with the current stop on top.
6. When the client opens make sure you smile and introduce yourself.