



**Allstate**  
BENEFITS



**Script 1 (this is good for businesses with 10 or more employees):**

Hello Mr. Lead,

I was reaching out to you today because...

Allstate offers solutions that can save your business money on payroll taxes, best of all at no cost to you. I would like to schedule an appointment with our specialist in order to briefly discuss how you can save money on an annual basis. What day would be best for you?

**Script 2 (this is good for businesses with less than 10 employees):**

Hello Mr. Lead,

I was reaching out to you today because Allstate can offer you a solution to give you money in the event you are injured or sick and can not work. What would happen to your business if you were to be out for a period of time because of a heart attack, major accident or cancer? (give moment of silence) Will that be problem for you financially? How will you pay your business and personal expenses? The plans Allstate offers are extremely affordable and can save you money as well. I would like to schedule an appointment with our specialist in order to briefly discuss how this can help you and your business. What day would be best for you?

**Script 3 (this is good for businesses that currently offer benefits):**

Hello Mr. Lead,

I was reaching out to you today because Allstate Benefits is a leader in the industry can possibly save your employees money and offer them better benefits. Our goal would be to increase participation in the plans and, therefore, increasing your payroll tax savings. I would like to schedule an appointment with our benefits specialist in order to briefly discuss how we may be able to save you more money. What day would be best for you?

