**Breakfast Bus Phone Script**

Hi \_\_\_\_\_\_\_\_\_, Danny Rasberry here with Rasberry Producer Group. Did you get that invitation from me yesterday for breakfast next Thursday?

1. (no)

Gosh, let me double check your email. I sent it to \_\_\_\_\_\_\_\_\_\_\_@\_\_\_\_\_\_\_\_\_\_\_. Is that correct? Well, might have gone to your junk mail but I can assure you, \_\_, it’s not junk! I just sent you another one. While I have you on the phone, let me explain what it said…..

1. (yes, I got it)

I would love for you to be my guest, \_\_\_\_\_\_\_. And bring a guest if you like. It’s bright and early at 7:30 a.m. so it doesn’t interfere with your day. In fact, I believe it will enlighten it. \_\_\_\_\_\_, it’s the beginning of the revolution – a retirement revolution. There are opportunities that I know you want to be aware of in the retirement and savings space.

2a- (then, tell me about them)

Better yet, let me drop my book and introduce myself. Are you open right now?

1. (yes, I’m not interested)

Completely understand. Happy with your current plan and broker? That’s fantastic. I respect that more than you know. That’s exactly what I wish for from my clients! If your situation ever changes, let me know.

3a- (I don’t have a plan and I don’t want one)

\_\_\_\_, when I hear that answer, give me 30 seconds. 45 percent of all Americans have never saved a dime, not a penny, nothing… that would be many of your employees. A recent survey showed where their number one request, the number one need from small employer was a system, a way, to have a retirement plan. Would you join me for breakfast?