



Life Safety Survey/Final Expense Ameritech Marketing Company

Hello is Mr. or Mrs. _____ available?

Hello Sir/Ma'am, my name is _____ and I am calling you on behalf of Ameritech Marketing Company. Today, we are contacting South Carolina residents to conduct a brief Life Safety Survey. For spending a couple of minutes on the phone with me today to help me complete my survey, I can enter you into our monthly drawing with the opportunity to win a gift card to Wal-Mart, Best Buy, Target, FREE Fuel and more! You could also receive a FREE Vacation Package to an exotic tropical location! All for answering our short questionnaire/survey. How's that sound Mr./Mrs._____?

WHAT'S THIS ALL ABOUT: We provide data and statistics to companies who are interested in better protecting folks with life safety type services such as life alert medical devices, home alarms, identity theft protection, home camera systems, and many other life safety type services; as well as a final expense.

There is nothing for you to buy at the end of this survey and most all of the questions are simple YES/NO answers. Afterwards, I will validate all your information and make sure you are entered into our drawing! Do you have a couple of minutes to complete my survey Mr./Mrs._____?

(If asked why they have to do a survey? Or what is this for again... Our survey is simply a tool to collect marketing data. We share your answers with life safety specialists who may offer you some very good options when it comes to your overall protection and life safety.)

First...

1. Are you a home owner or renter?
2. What is your age? (Thirties, Forties, Fifty's, Sixties, etc. OK)
3. Does anyone living in the home suffer from any type of disability, heart condition, diabetes, handicap or uses a wheelchair? Type of condition is helpful but not necessary.
4. Do you or a family member currently have a LIFE ALERT MEDICAL PENDANT?
5. Do you feel there is a need for a LIFE ALERT life safety device in your home?
6. Is your home currently protected from burglary/intrusion and fire protection with a home security alarm system?
7. If yes...And are you are monitored under contract with 3 months or more remaining on your contract?
8. If no...if home intrusion and life safety equipment and installation were offered to you at NO COST would you be open to receiving more information about getting protected?
9. IF NO...What is the main reason why you would not be interested in a FREE Home Alarm System?
 - a) Don't feel I need it
 - b) Had one didn't use it
 - c) Don't like them
 - d) Opposed to monitoring contract
 - e) Can't afford monitoring fees
 - f) Just not interested
 - g) Too expensive
 - h) Bad experience in past

- i) Don't know enough about alarms
- j) Live in a safe neighborhood (no worries)
- k) Relocating very soon
- l) Other: _____

- 10. Is you currently protected with cameras and or other interior/exterior monitoring or protective devices?
- 11. Do you own a cellular SmartPhone (Iphone, BlackBerry, Android)?
- 12. Do you currently have either a checking or savings account in your name?
- 13. (If age 50's or higher) Do you currently have Final Expense or Burial Expense insurance?
- 14. (If age 50's or over)...Would you be interested in obtaining a no obligation FREE Final Expense or Burial Insurance quote? (or learning more about improving your current policy?)

Thank you for completing our survey. Now let's make sure I have all the correct information for you.

(Validate lead data NAME/ADDRESS/PHONES/etc. and get an email and alternative phone #)

Ok Mr./Mrs _____ you have been entered in our drawing and when you win we know just how to contact you! Ameritech will also enter your survey into our database and you may receive a call from a Specialist who will offer you some options to getting yourself better protected.

Do you have any questions I can address at this time Mr./Mrs. _____?

You have a blessed day!

Good bye!

ENTER YOUR LEAD