

Consumer: Hello

Agent: Hello – this is FULL NAME. I’m calling today regarding emergency preparedness for natural disaster in (their region – for example in Greater Miami or in Seattle – best to connect with specificity). Are you aware that FEMA, the Red Cross and State and Federal agencies recommend that every household have at least 3 days emergency supplies on hand?

Consumer: Yes or No – you continue with:

Agent: There 8 different areas of concern: Food, Water, First Aid, Heat, Shelter, Light, Hygiene and Communications.

Does your household have a 3 day supply of food, water, light, hygiene and communications products stored in the event of an emergency?

Consumer: No, I don’t think so.

Agent: Actually, less than **1%** of Americans are prepared for an emergency. Part of being prepared is having these essentials in a grab-and-go format that everyone in the family can access. When disaster strikes **is not** the time to be thinking about what you need and where it’s located, don’t you think?

Consumer: Yes.

Agent: It’s easy to be prepared and it can literally save your life and the lives of the people you love. We’re here to help you be prepared in event of a major emergency. We offer kits that are compact, affordable, are the best quality on the market and offer tremendous peace of mind. We all understand the value of insurance, which helps financially AFTER the crisis has passed, but you need to stay alive and be prepared, don’t you agree?

Consumer: Yes.

Agent: May I ask how many people are in your household?

Consumer: Answers with number.

Agent: Great. Our standard emergency evacuation kit supports one person completely for 3 days. May I tell you quickly what that kit includes?

Consumer: Yes

Agent: Our kit includes 129 pieces, has a five year shelf life and comes in a sturdy 20 inch rip stop nylon duffel bag with enough extra room to add some personal items – here's what it includes:

NOTE: THE USE OF 129 IS INTENTIONAL – USING ODD NUMBERS IN MARKETING GETS ATTENTION

A 56 item first aid kit including sterile gloves, 30 bandages, first aid tape, individually packaged antibacterial wipes, multiple rolls of gauze in various sizes, triple antibiotic ointments, tissues, surgical dust masks, scissors and a bio hazard disposal bag.

The 20 piece hygiene kit including feminine hygiene pads, 9 high absorbency paper towels, 15 large antibacterial wipes which can substitute for a shower, toothbrush and paste, biodegradable toilet paper, tissues, 4 ml thick contractor size trash bag which can be used as a tarp and a 13 gallon trash bag

Our 13 piece light kit includes flash light with batteries, 6 five hour candles, strike any where matches, 3 eight hour glow sticks

The 10 piece water kit includes 9 individual tear open water packets and a collapsible 2.5 gallon water jug

The food kit includes a 3600 calorie food bar which can sustain one person for 3 days and 18 pieces of hard candy

The 7 piece safety kit includes a whistle, poncho, a mylar blanket, 100 feet of cord – tested to 500 lbs, (1) 4 foot x 6 foot **12 hour** hot body warmer. It also includes a pad of paper and a pen

Finally, the work kit includes 1 pair of leather palmed work gloves, a roll of duct tape and a 13 function Swiss army style knife.

This entire kit is only \$89.95. It would cost _____ to put this together yourself and most people don't take the time to get everything that's needed. The kit lasts five years, so we're talking about 2 cents/day to make sure your family is safe and protected right through 2015. Every time you see that duffel bag, you'll feel secure knowing you're prepared, it brings you

tremendous peace of mind and in the worst case scenario, it could save your life.

One more thing: our kits are top quality our first aid kit alone exceeds the standards set forth by the Boy Scouts, the Red Cross and the Coast Guard.

Agent: With what you know now about the recommendations of FEMA and the Red Cross, is there any reason NOT to spend just about 60 cents a month to protect your life and the lives of the people you love?

Consumer: No.

Agent: Great. Do you want to order that kit that will cover all _____ members of your household then?

Would you like to order the one person kit I've described, or would you like a kit that covers all _____ people in your household?