

Agent Guide: To Selling Your Insurance Leads

4 Ways For Agents to Avoid Failure & Ensure Success

1

The Basics

Setup voicemail, create email domain (no yahoo.com)

2

CRM

Get a good CRM, create email templates, make drip campaigns & phone follow up rules

3

Get a Website

Can be very cheap or free from FMO. Use social tools - LinkedIn, Facebook, Webinars, etc.

4

Continually Learn

Be abreast of industry changes and make sure you have a proper offering of products.

How to Achieve Your Financial Goals



Sales Per Week:

- Establish income goals
- Forecast ratio of referrals vs purchased leads

Utilize tools like Lead Calculator to determine how many leads to buy to reach your yearly goals.

Click below to calculate your budget & number of leads!

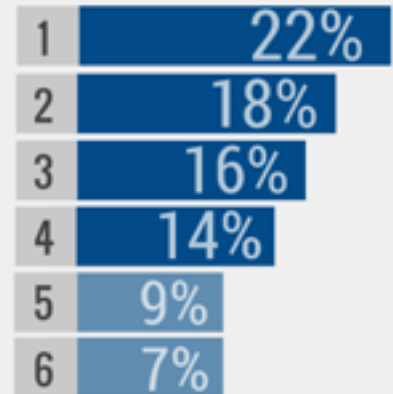


[calculate now](#)

How to Work Internet Insurance Leads

Sales Per Week:

Our exclusive leads have a very long shelf life. We can't stress enough the importance of working your leads for a minimum of 6 weeks.

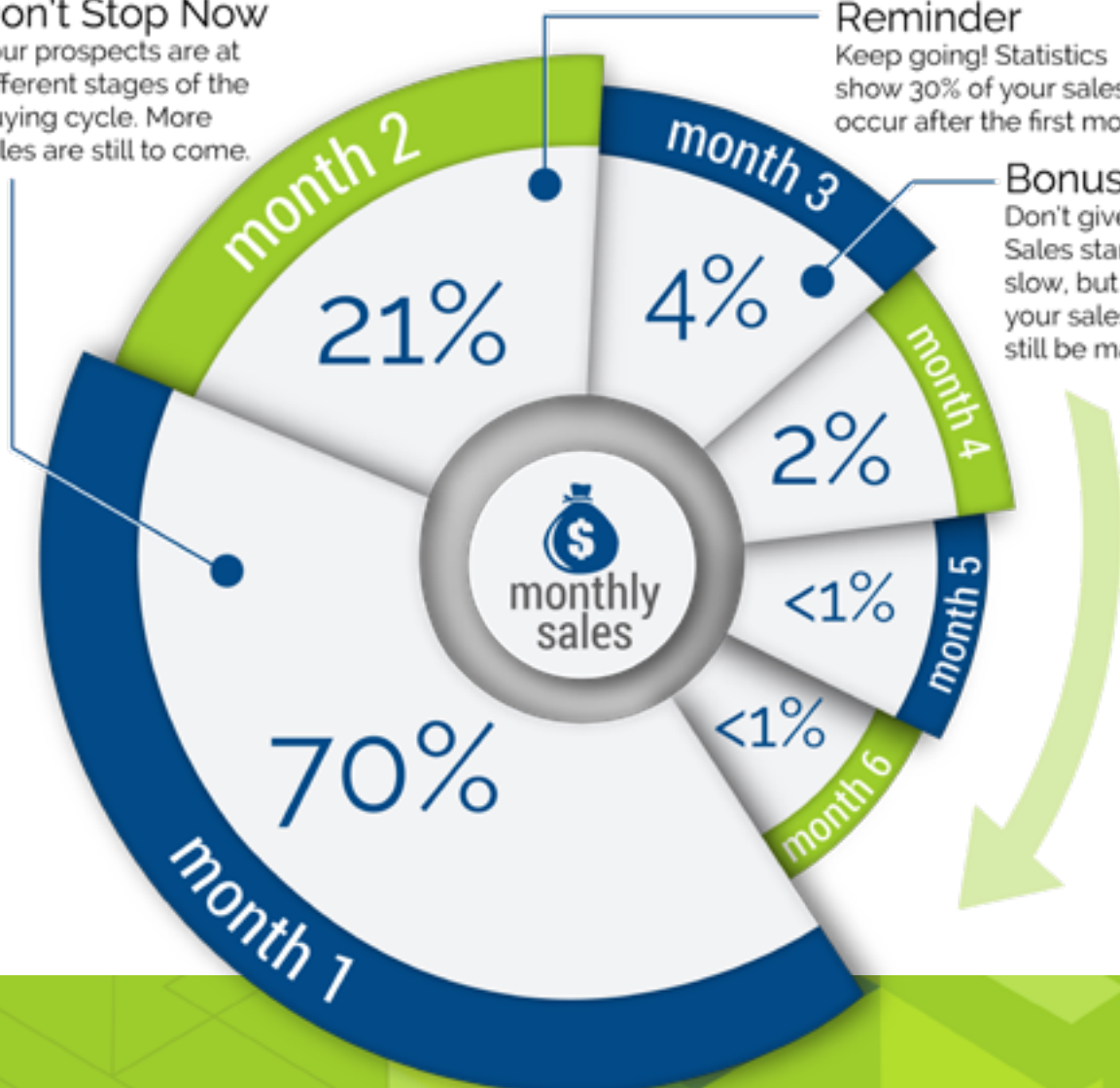


Monthly Sales:

Don't Stop Now
Your prospects are at different stages of the buying cycle. More sales are still to come.

Reminder
Keep going! Statistics show 30% of your sales occur after the first month.

Bonus
Don't give up yet! Sales start to slow, but 10% of your sales can still be made!



Making Contact:

- **Wednesday & Thursday** are the best days
- Between **4pm-5pm & 8am** are the best times
- **Within 5 minutes** is best time to respond

Be Persistent:
the **more** calls made **increases** the chance of making contact

the Follow-up



48% of Sales People **NEVER Follow Up** with a Prospect

imagine how many sales you could be missing out on!

Week 2	Week 3	Week 4	Week 5	Week 6
2 Calls 1 Email	2 Calls 1 Email	1 Call 1 Email	1 Call 1 Email	1 Call 1 Email

80% of Sales are made on the **5th-12th contact**

At this point, we recommend switching to automated calls & email drip campaign to maximize your sales. You don't have to spend as much time on these leads, but they are still potential sales that really add up!

How to Handle Inbound Calls *step by step*



Voicemail Best Practices:

70 dials/day @ 10% contact rate = 7 conv./day
63 VM/day @ 30 sec/VM = 31.5 min/day

Email & VM's:
Day 1,4,7 & 9

Sales 101

Preparation



Voicemail

Make sure your vm is set up. No one likes to reach a generic vm. How can they be sure they are calling the right person?



Email Domain

xxx@SmithInsuranceLLC.com is more professional than xxx@gmail.com or xxx@yahoo.com



Website

Get a free domain or use the website from your FMO to provide legitimacy and additional information to the consumer



Sales Scripts

for Phone and Email

* Good Introduction (consumers need a reason to stay on the phone with you)

* Create urgency for consumer to get back to you or to make decision (do not say..."Call me at your convenience")



Sales 101

Steps to Making Sales



How Do We Generated Leads?

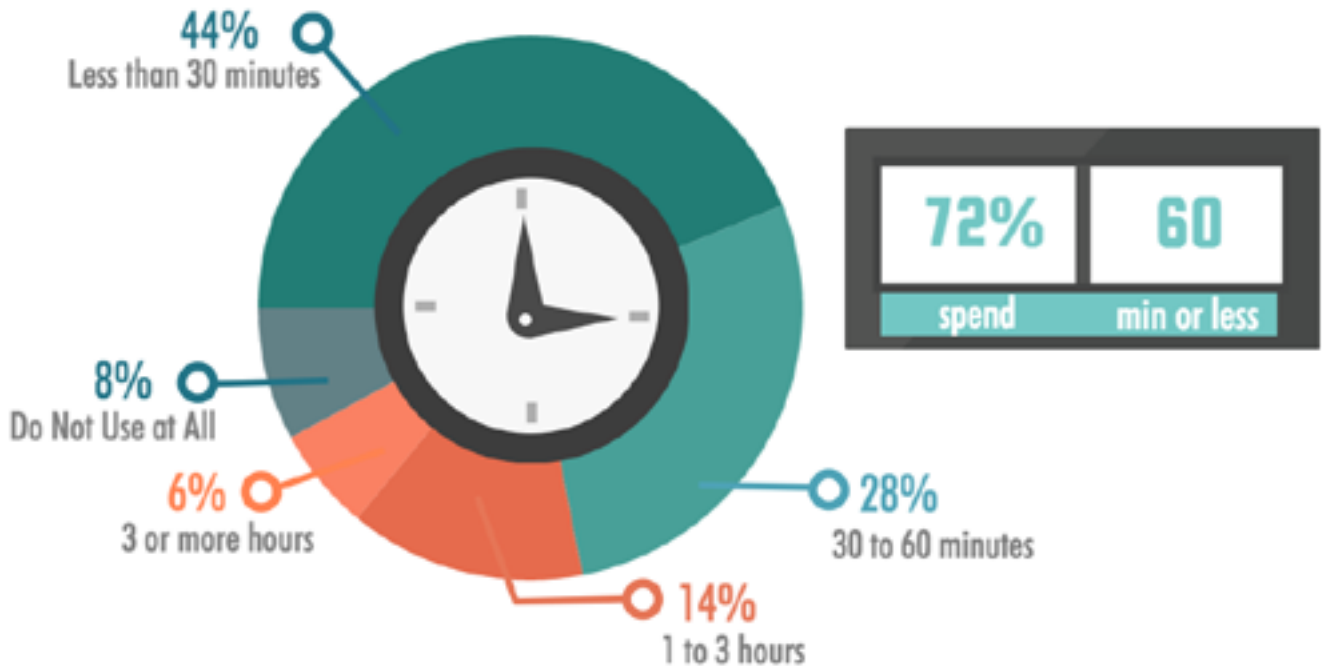
THE CONSUMER IS NOW YOUR LEAD



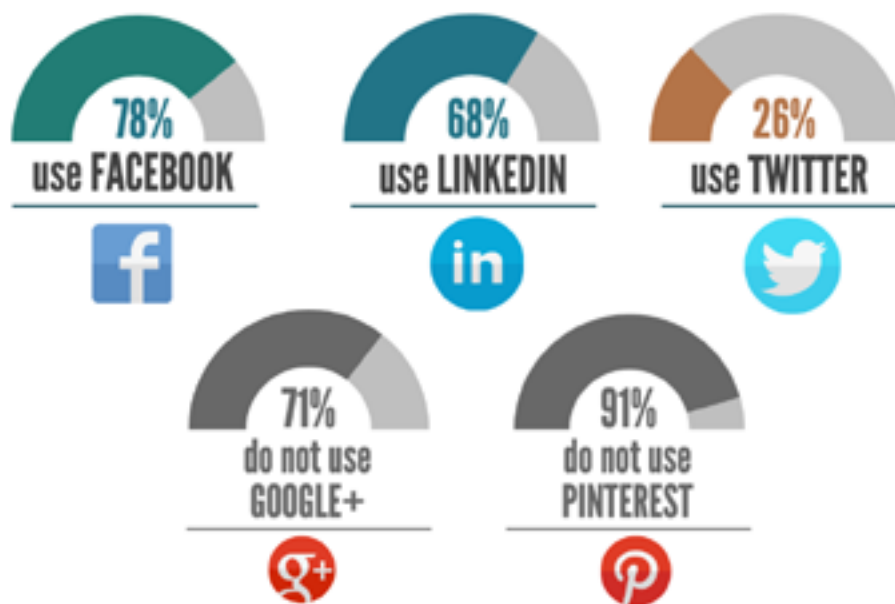
Click to Watch

How Agents are Using Social Networking

TIME SPENT ON SOCIAL NETWORKS



SOCIAL SITE USAGE



WHOLE COMMUNITY



COMMON PURPOSE



Take Advantage

