

# 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

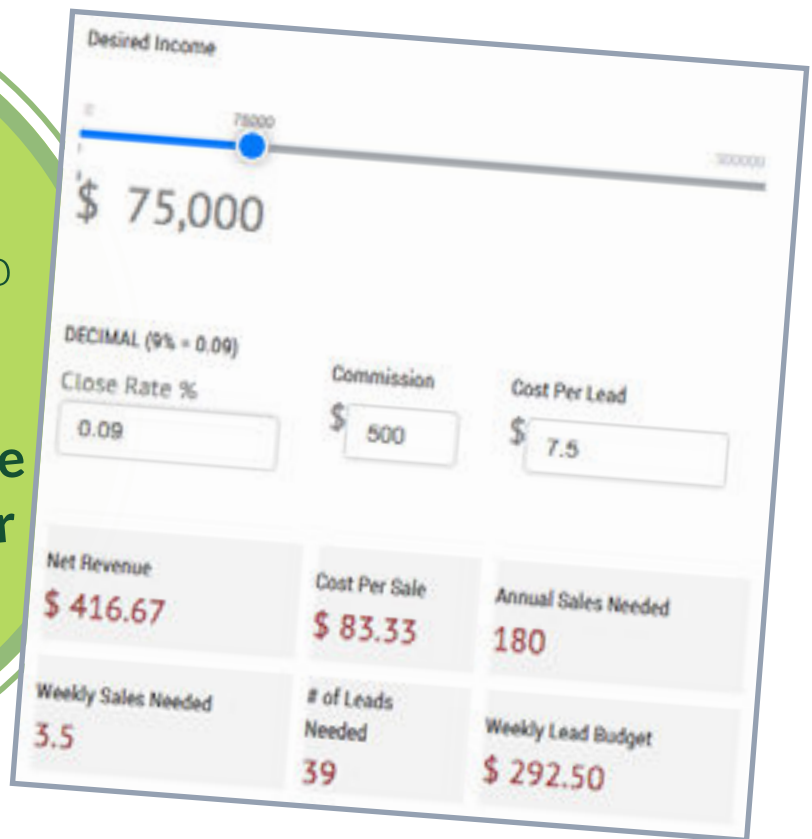


## Sales Per Week:

- 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!

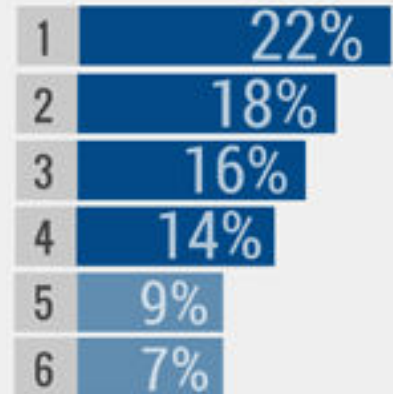


[calculate now](#)

# 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.

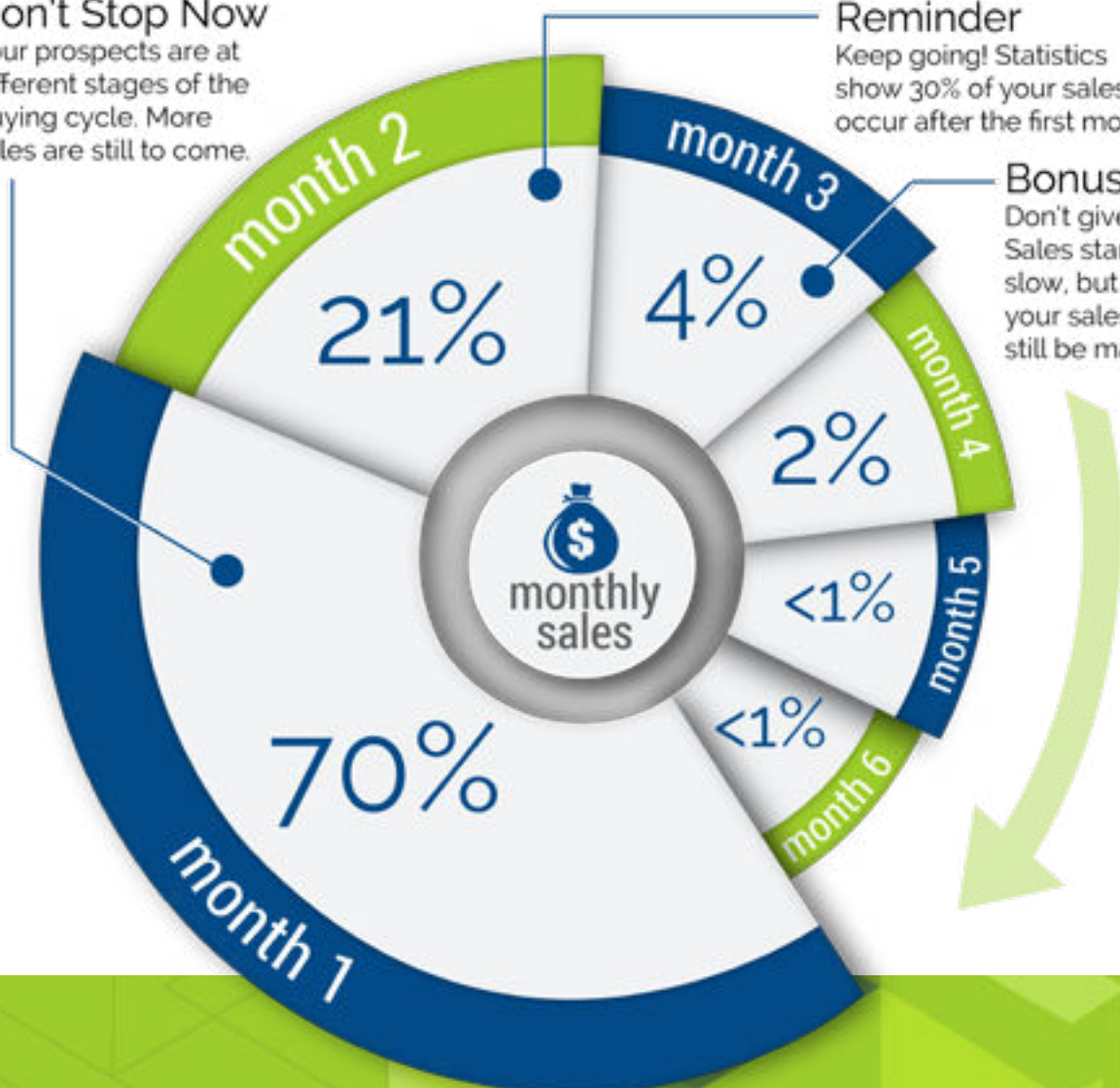


## Monthly Sales:

**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!



**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?

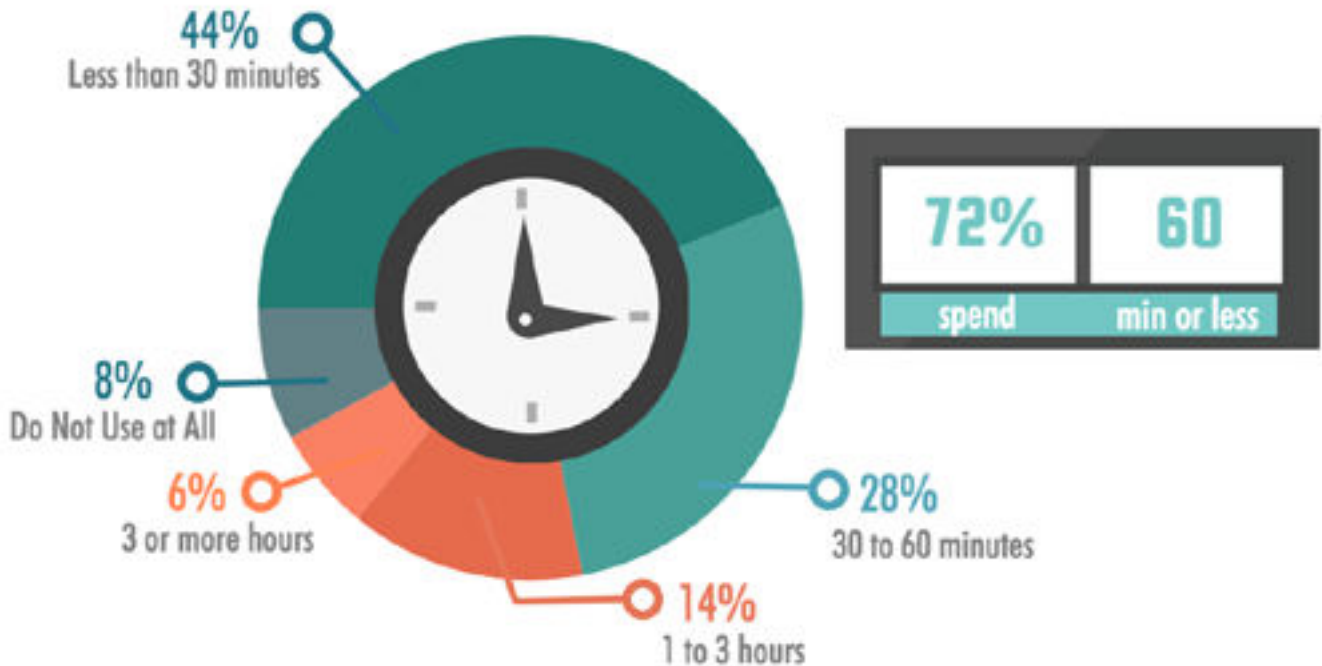
**THE CONSUMER IS NOW YOUR LEAD**



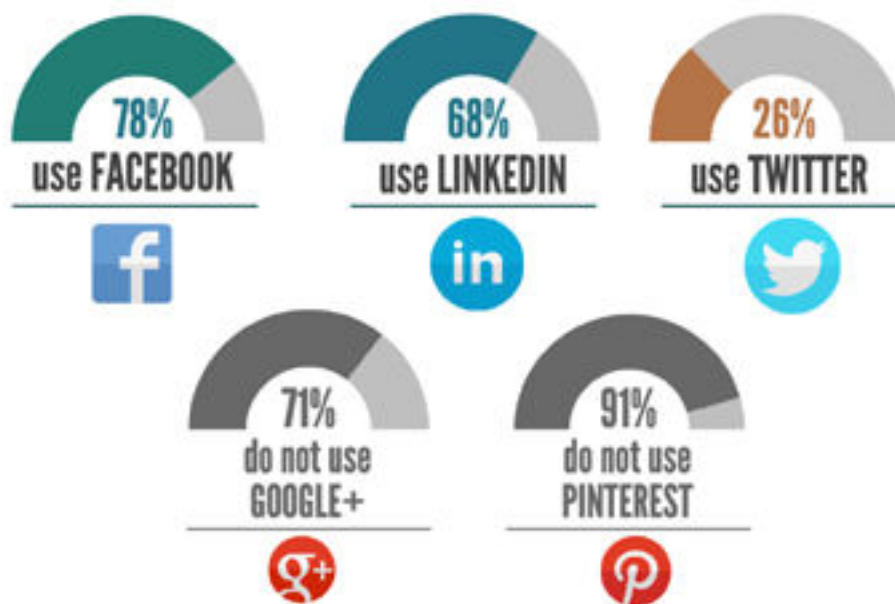
**Click to Watch**

# How Agents are Using Social Networking

## TIME SPENT ON SOCIAL NETWORKS



## SOCIAL SITE USAGE



## WHOLE COMMUNITY



## COMMON PURPOSE



## Take Advantage

