



THE ULTIMATE INSURANCE AGENT MARKETING GUIDE

*Discover The Marketing Secrets
Of Every Top Producer!*

The Ultimate Insurance Agent Marketing Guide



Part of the series “**Online Marketing Success For Insurance Agents**”
By Tom Carolan
Vice President Of Business Development For ParasolLeads.com
A Division of Parasol Financial & Insurance Solutions



Insurance Marketing For Fast Results!

The Basics of Insurance Leads

Insurance leads are more than a list of possible customers. It is also more than a collection of phone numbers to call or addresses (email or postal) to send marketing materials to. It is what you get out of the leads generation service you subscribe to, but it is more than that.

The best way to think of an insurance lead is as an opportunity. It is an opportunity to grow as an agent and as an agency. It is the precursor of any sale you stand to make. Each lead is a real person, with real insurance needs. You are given those leads to meet those consumer needs.

Each insurance lead that you get is a seed that you have to nurture to get a good yield. It should go without saying that you don't get just any kind of seed. You plan what kind you want and how much to plant. You don't want to take on more work than you think you can handle, and you want make sure you are working with high quality seeds. All in all, you want quantity and quality in order to get the best possible result.

How to Get the Right Insurance Leads

Buying leads does not guarantee sales, especially if you are not getting the right kind of leads. Having the right kind of insurance leads, however, is the first step in succeeding as an agent.

Getting the right leads means knowing how to adjust your search filters so that you get a good balance of quantity and quality. If your search criteria are too limiting, you may get too few leads. On the other hand, having a lot of leads does not necessarily mean you are getting good leads, the kind that result in a sale.

Review your criteria for insurance leads. If you are getting only a small number of leads in a month, your leads filter may be too strict. Adjust your filter and see if the numbers go up without affecting the quality of the leads. Learning to set filters that strike a balance between quantity and quality is subject to trial and error, but is worth it if you can do it.

A good strategy is to start with a broad search using a wide area then gradually narrowing it down when you can pinpoint the areas that yield the best leads. For instance, you can start with a particular state and a par-



100% Quality Guarantee

All of our leads come with a 100% Quality Guarantee. If you receive a lead with a false telephone number, email or wrong name, we will replace that lead FREE of charge with no questions asked!

- Highest Quality Leads in the Industry
- Exclusive or Shared Insurance Leads
- Consistent High Leads Volume
- Competitive Pricing
- Highest Conversion Rates



CALL US TODAY!

(888) 778-0410 Ext 2



ticular area within that state. Take note of your sales in that area then try out a new area. Keep doing this until you have covered all the areas in that state. From the data you've collected, you can tell which areas you are doing well in. You can concentrate on those areas, and narrow the search further if you want. To make your analysis easier, use spreadsheet or lead management software.

You should indicate the insurance company that you work for or are affiliated with when you set up your account with the leads provider. That way, you don't get the same leads as the other agents within your company. Otherwise, you end up chasing the same prospects as the other agents in your company.

The other agents in your company should also follow this rule to avoid internal competition. It will be worthwhile to remind them to ensure that all of you are working efficiently towards the same goal and not at cross-purposes.

How to Get the Most Out of Purchased Insurance Leads

Buying insurance leads is one thing, and knowing what to do with them is another. Keeping the following items in mind can help you refine your technique when using purchased insurance leads.

1. You are not the only one chasing that prospect.

Don't make the mistake of thinking that you are the only one who receives a particular list of prospects. Chances are, there is at least one other agent who is competing for the same client. If you want to be the only one getting particular leads, be prepared to pay premium rates.

2. Call the prospect as soon as you can.

As the saying goes, the early bird gets the worm. Remember that you are competing with an unknown number of agents for each prospect. So call them ASAP, preferably as soon as you get their contact information. You want to be the first agent to contact them. But even if you are not the first, do not be discouraged. Ask permission from the customer to go ahead with your sales pitch. You may succeed where other agents didn't.

That said, you should strive to be number one as much as possible. Studies show that agents calling prospects within the first five minutes of getting their contact information are 20 times more likely to close a sale than those who did not call immediately.

The study also shows that 8 out of 10 agents that close a sale are the ones who are the first ones to contact the customer.



100% Quality Guarantee

All of our leads come with a 100% Quality Guarantee. If you receive a lead with a false telephone number, email or wrong name, we will replace that lead FREE of charge with no questions asked!

- Highest Quality Leads in the Industry
- Exclusive or Shared Insurance Leads
- Consistent High Leads Volume
- Competitive Pricing
- Highest Conversion Rates



CALL US TODAY!

(888) 778-0410 Ext 2

3. Leads are not foolproof.

Getting quality leads mean getting prospects with accurate contact information. Providers take measures to validate the lead information before they send the lead to their agent clients.

However, it is still possible to get a dud now and then. In this case, just return the fake lead to the provider and ask for a refund.

Purchased leads work if you are diligent and prompt about making calls or following up with prospects. Without putting in time and effort in processing leads, do not expect that buying leads will be enough to make sales happen.



100% Quality Guarantee

All of our leads come with a 100% Quality Guarantee. If you receive a lead with a false telephone number, email or wrong name, we will replace that lead FREE of charge with no questions asked!

- Highest Quality Leads in the Industry
- Exclusive or Shared Insurance Leads
- Consistent High Leads Volume
- Competitive Pricing
- Highest Conversion Rates



Rating **A+** **CALL US TODAY!**
(888) 778-0410 Ext 2

4. Talk to the Customer Before You Give Out Quotes

Request to meet the customer in person or have a phone conference with the customer before you give out insurance quotes. Here are the reasons why:

a. You need to validate the lead information personally with the customer to ensure that the quote that you will give is accurate. The information that you got from the lead provider may be incomplete or not updated.

b. You need to make sure that the email address or phone number provided will be accessed by the real customer. Otherwise, you will be sending information to an inactive email address or trying to reach the customer through a bogus phone number.

c. Unless you are sure that your quote is the lowest price in the market, you do not want consumers to buy insurance solely because of price. It might be an easy sell now, but what happens if you try to sell another type of insurance product? You want consumers to make a decision based on merit, not just because of the price.

5. Contact customers using the appropriate channels.

Always use the primary phone number or email address to contact a prospective client. Even if there is a secondary phone number or email address, it might be a work number or email address that would be inappropriate for personal correspondence.

6. Don't be easily discouraged.

Do not give up if you don't close a sale right away. You may need to do several follow up calls before you get a definite "Yes" or "No". Also, do not limit follow-ups to phone calls. You can try to contact the prospect through email, letter or voice mail.

Closing a sale can take days or even months. Be diligent in following up until you get a definite response, and remember to keep your leads information (including notes from previous meetings or conversations) organized by using a lead management system.

Always be professional and on good terms with your prospects, even those who did not buy a policy from you. Try to solicit feedback on why they did not get insurance from you, and learn from the experience.



100% Quality Guarantee

All of our leads come with a 100% Quality Guarantee. If you receive a lead with a false telephone number, email or wrong name, we will replace that lead FREE of charge with no questions asked!

- Highest Quality Leads in the Industry
- Exclusive or Shared Insurance Leads
- Consistent High Leads Volume
- Competitive Pricing
- Highest Conversion Rates



CALL US TODAY!

(888) 778-0410 Ext 2

7. What You Should Know About Lead Management Systems

A lead management system can do a lot in terms of making processing of leads easier, especially if you are dealing in bulk. There are many software products of this kind out there. You can either buy a stand-alone system that you install in a computer or access this application online. The latter is usually a service included when you subscribe to a leads generation company. In any case, having such a system will allow you to have more time to follow up with leads and make sales.

You may have tried using a spreadsheet to keep leads information or relying on sticky notes and printouts. Doing so is time-consuming, not to mention tedious and frustrating, but you need to have some sort of system to organize your leads. Unfortunately, encoding information into a spreadsheet or hunting for specific information from a pile of printouts and sticky notes is not very efficient and takes time away from contacting prospects and generating sales.

On the other hand, with a lead management system, you can:

a. View leads immediately

Some leads generation service providers offer their customers access to their lead management system. This way, all the leads received from that provider are fed directly to the application, so that there is no encoding involved. Easy and quick access to lead information means you can contact prospects much sooner and get a head start on the competition.

b. Organize information more efficiently

Some systems, particularly those that require installation to computers, require some encoding. Many systems, however, have made it easier for their users to pull leads information from various sources such as emails and the Internet. The data is stored and presented in such a way that searching for information is faster and easier.



You can also use the system to enter customer information or notes gathered from phone conversations or personal meetings. Then you can refer to them easily when you do follow-up calls.

c. Automate follow ups via email

One of the more attractive features of lead management systems is the ability to schedule an email to be sent to all contacts entered in the system. The system could be set up to send an email to new and “uncontacted” prospects, thanking them for their inquiries. From the point of view of consumers, they are getting a quick response from the insurance provider, acknowledging their interest in their products or services. It tells them that the provider is attentive to their customers and is already aware of them as potential clients.

The lead management software has automated the first step, so now it is up to you to actually make the call to talk to the prospect.

You can also set up the system so that, if the prospect did not make a definite response, a scheduled email reminder to follow up on that prospect will be sent to you for action. This way, there is little chance of not being able to make a sale because a prospect’s response was not followed up.

Sales are not always closed after the first contact with a prospect. That is why follow-ups are important. Companies that do this generate three times as many sales as companies that do not.

You can also have your lead management system send out emails to customers when there are product updates. There are some sophisticated systems that come with a dialer, which automatically dials numbers and routes the call to an agent if the customer picks up.

d. Send updates to customers

How can a lead management system help with customers who do not respond or give a definite answer after the first meeting or phone call?

You can still stir interest in them and passively convince them to buy insurance from you by sending them regular email updates on what your company can do for them in terms of value added services, new products or services and new company information.

e. Measure your progress

Having centralized data means you will be able to tell at any time how a lead is doing. You will see immediately if a lead has not yet been con-



100% Quality Guarantee

All of our leads come with a 100% Quality Guarantee. If you receive a lead with a false telephone number, email or wrong name, we will replace that lead FREE of charge with no questions asked!

- Highest Quality Leads in the Industry
- Exclusive or Shared Insurance Leads
- Consistent High Leads Volume
- Competitive Pricing
- Highest Conversion Rates



CALL US TODAY!

(888) 778-0410 Ext 2

tacted, if a lead is due to a follow up or if a lead did not result in a positive response and you need to move on.

Having all that data on your leads can also help you see which areas yielded more conversions (from lead to sales). This will allow you to refine your filter for leads for better sales figures in the future.

f. Monitor renewals

Having a lead management system enables you to track and send email reminders to customers who have bought insurance from you and whose plans are up for renewal.

g. Save money

Instead of hiring staff or losing sales opportunities because of too much time spent on manual processing of leads, invest in a lead management system. It is less expensive in the long run and configurable, so that you can set the schedule and email format however you like. It also makes your operations more professional and allows to you more time to do more important tasks.

h. Get your ROI

You will not see a significant ROI with just a handful of leads. Dealing with 20 or 30 leads in a day without some sort of system may be a case of biting off more than you can chew. With a lead management system in place, you will have little trouble working with a large number of leads on a daily basis in order to bring about a significant profit.

i. Be competitive

Keep up with your competition. They have not reached those sales figures without implementing measures that make their operations more efficient, such as using a lead management system. It helps them organize their leads so that they are able to get to prospects ahead of other companies and are able to monitor the progress of their dealings with customers.

Lead management systems are used in other industries as well, not just for insurance, so make sure that you get something that is suitable for your operations. You can use the following as a checklist for purchasing a lead management system:

- The system should allow you to automate sending email to prospective customers.
- The system should have all relevant information in a centralized location that is easily accessed.
- The system should allow you to keep metrics such as demographics (e.g. sources and types of leads) and conversation rates.



100% Quality Guarantee

All of our leads come with a 100% Quality Guarantee. If you receive a lead with a false telephone number, email or wrong name, we will replace that lead FREE of charge with no questions asked!

- Highest Quality Leads in the Industry
- Exclusive or Shared Insurance Leads
- Consistent High Leads Volume
- Competitive Pricing
- Highest Conversion Rates



CALL US TODAY!

(888) 778-0410 Ext 2



- The system should be able to handle an insurance industry-based workflow.
- The supplier should provide training on best practices for lead management.
- The supplier should provide adequate technical support and customer service.
- The system should have a set up that conforms to your requirements (either a software that can be installed in the company server or an application that can be accessed via the Internet).
- The system should be reliable.
- The system should allow you to retain, view, analyze and generate metrics / reports based on historical information.
- The system should provide reports and in the format that you need.
- The system can be integrated with other systems, particularly those of the leads generation service provider that you use.



100% Quality Guarantee

All of our leads come with a 100% Quality Guarantee. If you receive a lead with a false telephone number, email or wrong name, we will replace that lead FREE of charge with no questions asked!

- Highest Quality Leads in the Industry
- Exclusive or Shared Insurance Leads
- Consistent High Leads Volume
- Competitive Pricing
- Highest Conversion Rates



CALL US TODAY!

(888) 778-0410 Ext 2

Selling Insurance Over the Phone:

How to Improve Your Sales Record

We hope that you can use the techniques presented here to build up your confidence in handling prospective clients over the phone and be more successful in your career as you improve your sales record.

Having a constant supply of insurance leads is very important in the business of selling insurance, but this is just a foot in the door, so to speak. Sometimes, face-to-face meetings are difficult to set up, so you have to learn to handle prospective clients over the phone and generate sales from that method.

The main challenge when dealing with prospects over the phone is that it is more difficult to judge how effective your sales pitch is. You do not have the advantage of seeing the other person's facial expressions and mannerisms. You only have vocal cues to go on and sometimes it is harder to gauge a consumer's interest through their voice and their words compared to what they look like while you are talking to them. On the other hand, some consumers are not comfortable doing business over the phone, and probably have the same concerns about not being able to talk to the agent face to face.

Selling insurance over the phone may be more convenient, but there are certain things that you should remember when doing this, as listed below.

When Calling Prospective Clients:

1. Follow up on leads as soon as possible.

Are you buying leads or getting your leads from online providers? You should be aware that the leads you are getting are being distributed to

other agents who have the same target customer as you. A prospect might be more receptive to your sales pitch if you are the first agent to contact him. But if there have been several agents before you, the prospect may already have bought a policy somewhere else or be too fed up with calls selling insurance to entertain the same from you. As the saying goes, “The early bird gets the worm.”

2. Engage the customer as quickly as possible.

Some telemarketing experts say that people selling products and services over the phone should capture the prospect’s attention within three seconds. Three seconds is not a lot of time, but a cheerful voice and manner from the moment the customer picks up the phone sets the mood for the call and is more conducive to generating sales. Remember that the other person only has your voice to go on, and that will no doubt affect their decision to trust you with their business.

3. Show concern for the client.

Consumers want to feel that their needs are important and will be met. Encourage your prospect to talk about their concerns and expectations about insurance. This will help you recommend solutions and increase their confidence in your ability to give them what they need. Establishing trust is crucial in generating a sale from the call.

4. Be a positive influence.

Some prospects are convinced about the importance of getting insurance, but need a little push, just the same. Their hesitance shows that they want to be cautious about finances, and it is up to you to remind them that an insurance policy is a good investment and that the products and services that you offer can help them meet their insurance needs.

5. Be an expert.

Put yourself in your prospect’s shoes. Would you want an amateur or a professional to handle your insurance needs? Would you allow a beginner to handle your insurance policy, or someone who knows the ins and outs of insurance? At the very least, you owe it to your customers to be an expert on the products and services that you are selling.

6. Don’t be a pest.

Persistence is an admirable trait, but you should know when to quit and move on. If a prospect does not buy a policy after you have done several calls, ten more calls will not make a difference. Try to limit your attempts to two calls. The prospect may simply be not ready to buy a policy at this time, but you don’t want to turn him or her off. On the contrary, even if no sale was made, you want prospects to remember you when they are finally ready to buy insurance.

7. Pay attention to your customers.



100% Quality Guarantee

All of our leads come with a 100% Quality Guarantee. If you receive a lead with a false telephone number, email or wrong name, we will replace that lead FREE of charge with no questions asked!

- Highest Quality Leads in the Industry
- Exclusive or Shared Insurance Leads
- Consistent High Leads Volume
- Competitive Pricing
- Highest Conversion Rates



CALL US TODAY!

(888) 778-0410 Ext 2

It is easy to turn on the speakerphone and multitask while you talk to a prospect. You figure that it's OK to eat, drink or do some other work while talking on the phone. Well, it isn't. Sooner or later, the other person will hear little noises that will tell him or her that your attention isn't 100% on the business at hand. It is rude and unprofessional. After all, you don't do that in a face-to-face meeting, so why should you not give the same courtesy to your customer even if you are corresponding by phone?

8. **Don't make your customers wait.**

Your customers' time is important. If they take your call, make the most of time and do not allow any interruptions. Concentrate on the business at hand. Customers will not take kindly to being asked to wait while you deal with interruptions.

9. **Do your calling at an appropriate time.**

It would be easier if you can block a certain period in your workday for making calls to prospective customers. But the thing is, your prospects may not have the same business hours as you. In fact, they may be in a different time zone. This is something to consider when scheduling calls so that you don't contact prospects too early or too late.



100% Quality Guarantee

All of our leads come with a 100% Quality Guarantee. If you receive a lead with a false telephone number, email or wrong name, we will replace that lead FREE of charge with no questions asked!

- Highest Quality Leads in the Industry
- Exclusive or Shared Insurance Leads
- Consistent High Leads Volume
- Competitive Pricing
- Highest Conversion Rates



CALL US TODAY!

(888) 778-0410 Ext 2

When Customers Call Back:

1. **Keep notes.**

With all the calls that you will be dealing with, you need a way to keep track of customer information that you gather. This information is important and can be used in follow up calls. There are times when you do not have the time to transcribe them properly, especially for unscheduled calls (e.g. people calling you to ask for an insurance quote). This is why it is important to have a pen and notepad at hand when taking calls.

2. **Professionalism is important.**

Unexpected calls can also generate sales, so always be professional when taking calls. If you are on break or having a stressful day, take the time to switch to business mode before answering the phone. If you cannot do this, it is better to let the call go to voice mail or to take note of the number calling you then call back when you are feeling more business-like.

3. **Be a good listener.**

To be able to recommend a good insurance package, you must first know what the customer wants. In some cases, customers cannot express their insurance needs in exact terms, but if you encourage them to talk about their situation and listen, you will be able to extract that information. It also helps if you do not interrupt customers while they are speaking.

4. **Be clear on the advantages of your products and services.**

Customers want to hear solutions. Be knowledgeable about the products and services that you are selling so that you can market them properly to different customers to appeal to their needs. What may be an advantage to one prospect

may not necessarily be a priority to another and will not be enough to convince them to buy a policy.

5. **Establish a common ground with your customers.**

Most of the time, prospect and agent do not know each other until the first contact. To break the ice, you can engage your customer in casual talk and try to find a common ground. For instance, you may have common acquaintances or interests. You may have the same alma mater or hometown. The important thing here is to make the customer comfortable talking to you.

6. **Educate the customer.**

Giving accurate and relevant information is part of good customer service. You owe it to your customer to help them make informed decisions about insurance. If they ask for a quote, make sure they know what factors are considered in the calculation. If they ask about a particular type of insurance, take the time to explain to them how it works. You are more likely to earn customers' trust (and close a sale) by being helpful in giving them the information they want.

7. **Market your company.**

There are other companies that offer the same type of insurance that you sell. So why should consumers buy from you? Don't forget to tell prospects what makes you and your company different from the rest. It could be value-added services not commonly found in other insurance companies or special promotions and discounts, but this could be just the thing to convince your prospect to buy a policy.



100% Quality Guarantee

All of our leads come with a 100% Quality Guarantee. If you receive a lead with a false telephone number, email or wrong name, we will replace that lead FREE of charge with no questions asked!

- Highest Quality Leads in the Industry
- Exclusive or Shared Insurance Leads
- Consistent High Leads Volume
- Competitive Pricing
- Highest Conversion Rates



CALL US TODAY!

(888) 778-0410 Ext 2

Dealing with Voice Mail

1. **Always leave a message before hanging up.**

If you call a prospect and the call goes to voicemail, do NOT hang up. Set up an opportunity for the customer to call you back by giving them your name, your company and reason for calling.

2. **Leave a compelling message**

Saying that you called to sell them insurance is not usually incentive enough for customers to call you back. Customers with children could be interested enough to call back if they are told that you can help them save up for a life-threatening emergency via the insurance plans you are offering.

3. **Help the customer remember your phone number**

One telemarketing trick is to say your phone number at the beginning and at the end of the call. It helps the customer recall you more easily.

4. **Do not include quotes in a voice mail**

Consumers are more discerning than you think. Quoting a price in the voice mail without a detailed description of the features of your product makes you seem desperate for a sale and will make people suspicious.

5. **Keep it natural.**

Customers won't take you seriously if you sound nervous, unsure or mechanical over the phone. Keeping your tone casual but business-like is the way to go.

6. **Do not leave a long and/or complicated message.**

People do not have time to listen to long and/or complicated voice mail from people they hardly know. A 25-second message (or shorter) is enough.

7. **Don't give the customer a reason not to return your call.**

There are many things that can turn a prospective customer off and not return your call. It can be neglecting to mention your contact number, sounding bored or tired or making more than one call within the day. Avoid making voice mail mistakes as much as you can.

8. **Call at an appropriate time.**

Telemarketing experts say that the best time to leave voice mail messages is a little before or a little after business hours. This usually coincides with 6:45 AM to 8 AM or 4:30 PM to 6:30 PM.

9. **Use variety.**

Over time, saying the same message over and over again will make you sound robotic or bored over the phone (see tip #5). Have a repertoire of three to five different voice mail messages, and rotate them. This way, you avoid monotony from creeping into your calls.



100% Quality Guarantee

All of our leads come with a 100% Quality Guarantee. If you receive a lead with a false telephone number, email or wrong name, we will replace that lead FREE of charge with no questions asked!

- Highest Quality Leads in the Industry
- Exclusive or Shared Insurance Leads
- Consistent High Leads Volume
- Competitive Pricing
- Highest Conversion Rates



CALL US TODAY!

(888) 778-0410 Ext 2

From People Who Have Been There and Done That

If you think your inexperience is showing and you want to sound like a pro:

1. **Smile in person.**

Smiling while talking to a customer helps a lot in setting the mood or tempo of the call. You will come across as cheerful and positive, and your customer will be inclined to be the same. Smiling might seem a simple thing, but it is effective.

2. **Stand up, please.**

You may notice that your speech is more dynamic when you are standing up than when you are sitting down. This also applies when you are on the phone with another person. Try selling insurance over the phone while standing up. You will come across as energetic and enthusiastic; both positive traits that can help influence the session towards a sale.

3. **Remember your prospect's name and use it.**

Using a prospective client's name frequently during the phone conversation helps in making the other party feel that you are talking WITH them instead of AT them. It shows that you are aware of them as an individual, not just a generic customer that you have to sell products and services to. Using the customer's name also brings him or her back into the conversation, in case their attention is straying (remember, you won't be able to easily tell if you've lost your customer's attention over the phone).

4. **Inject some "uh-uh"'s and "ah"'s in the conversation**

Just as you want some reaction from the customer when you launch into your detailed description of a particular insurance product, the customer also wants to know that you are paying attention to what they are saying. Even a simple "uh-huh" and "ah" will work. Just like in radio, dead air is a no-no and will introduce some awkwardness in the call.

5. **Do not be discouraged by the word “No”.**

Consumers are generally wary of people trying to sell them something over the phone. Don't take it personally if your prospect says no at first. Instead of being discouraged and hanging up or pressing your prospective client for a more positive response, ask for permission to continue the conversation. People have been known to change their minds once they know more about the products and services being offered to them. There is no harm in trying, and who knows, you just might get a sale out of it.

6. **Use the same language as your customer.**

This is another way to establish a common ground with prospective clients and making them more comfortable talking to you. Take note of phrases or expressions that they frequently use, and use them yourself (when appropriate). Consumers are more open to buying products or services offered to them if they feel that you can identify with their needs or their situation.



100% Quality Guarantee

All of our leads come with a 100% Quality Guarantee. If you receive a lead with a false telephone number, email or wrong name, we will replace that lead FREE of charge with no questions asked!

- Highest Quality Leads in the Industry
- Exclusive or Shared Insurance Leads
- Consistent High Leads Volume
- Competitive Pricing
- Highest Conversion Rates



CALL US TODAY!

(888) 778-0410 Ext 2

How to Do Follow Up Calls Like a Pro

The first phone conversation or meeting with a prospect does not always result in a sale. This means that you have to do a follow up call, if only to cover all of your bases and make sure that you are not letting a sales opportunity slip away. Remember, there is no harm in trying!

1. **Review notes from previous conversations or meetings.**

Being able to cite information from previous conversations or meetings shows the prospect that you are paying attention to their preferences or particular circumstances. It tells your customer that any recommendation that you will have will be with those preferences and situations in mind. This is particularly attractive to consumers who are looking for great customer service from their insurance provider.

2. **Make your phone call count.**

Your customer's time is important. If you call a customer, they expect that you have an important message to convey that cannot be left to email or voice mail. It could be an adjustment in premium pricing or a new feature in their insurance package.

3. **Short and simple is the way to go.**

As with voice mail, keep the phone call short, professional and straight to the point. It is possible to have a short phone conversation, but with enough information to keep a customer interested.

4. **Organize your leads information using a leads management system.**

Take advantage of free software to manage insurance leads. This way, you don't misplace information and you can call up the customer data that you need more easily.

5. **If at first you don't succeed, try again.**

This saying may sound like a cliché, but it is good advice to follow when selling insurance. People have been known to change their minds, and a follow up call is your chance to make certain once and for all of a customer's reply to your offer.

The fact that they are asking about insurance quotes means that they are interested in getting a policy, and as long as they don't give you a very definite "No", you still have a chance to generate a sale.

Some Last Words on How To Sell Insurance Over the Phone

- Self-confidence and enthusiasm for the product and service that you are selling makes a good impression on any prospect.
- Keep yourself up to date with the competition. If you don't know what they are doing, how can you convince your customers that your insurance products and services are the best in the market and are particularly suited to their needs
- Convince your customers that they are making the right decision to buy insurance from you. Highlight the advantages whether it is the insurance plan's affordability, suitability to their needs or the value added features that they won't get from other providers.
- Be attentive to your customers' needs. Solicit feedback often. If they raise concerns, show them how your product or service can resolve those issues.
- Be on good terms with your prospects, even if they don't buy anything. End the phone conversation on a pleasant tone and don't hesitate to remind them that you are available for any other inquiries that they may have about insurance in the future. Having a good attitude helps you have a good recall with people that you have contacted in the past, so that they will remember you when they are ready to buy a policy.
- Practice is key to improving your sales. Nobody is successful 100% of the time, but successful people are quick to learn from experience and are mindful of what works and what doesn't. They know not to take failures to heart, since there are always prospects that cannot be convinced to buy insurance regardless of the number of follow up calls or the tips and techniques used on them. The important thing is to move on and not let the experience discourage you from doing what you have to do to make a sale.
- The tips and tricks presented in this white paper are largely based on actual experiences of successful agents. Hopefully, they will help you achieve your goal of getting more sales from phone calls.



100% Quality Guarantee

All of our leads come with a 100% Quality Guarantee. If you receive a lead with a false telephone number, email or wrong name, we will replace that lead FREE of charge with no questions asked!

- Highest Quality Leads in the Industry
- Exclusive or Shared Insurance Leads
- Consistent High Leads Volume
- Competitive Pricing
- Highest Conversion Rates



CALL US TODAY!

(888) 778-0410 Ext 2

Writing a Good Follow Up Email

Doing a follow up is one of the most important tasks of an insurance agent. It helps establish a relationship with a prospect and can result in a sale. There are many ways to follow up on a prospect, but nowadays, email is the way to go.

A welcoming message is a good way to start a follow up email. Keep it short and straightforward for more impact. An example would be, "Thank you for your inquiries on our products and services. I welcome the opportunity to tell you all about them and what they can do for you."

Overall, keep your email like your opening line – short and straightforward. No one likes long emails and you'll have a smaller chance of making a sale.

Make sure your email contains your complete contact information.

Any well-written correspondence should be free from grammatical and spelling er-

rors. Most email programs have a built-in mechanism for checking the spelling and grammar so use it. Also, make sure that you mention in your email that you will be getting in touch with your prospect via phone soon.

You should also be conscious of the font that you are using to create your email. Stick to standard fonts like Times New Roman and Arial. Comic Sans does not look professional. Custom fonts will be converted to some other font if the email is read using a machine that does not have that font stored in it. The use of color should be limited. It is better to stick to black font, but if using color, make sure the color combinations are pleasing to the eye but not too colorful for business emails.

How to Do a Good Follow Up

Any insurance agent learns soon enough that it is important to be aggressive in chasing after leads in order to generate sales. This means following up on prospective clients before other agents get to them and following up on prospects who have not made up their mind yet on whether they are getting a policy or not. There are many channels for doing follow ups, such as email, phone and the post. Any one of these can be used to get good results.

A better approach is to use a combination of these follow up options. You can send brochures and other marketing materials through traditional mail while doing phone calls and sending emails. It may not be a good idea to depend on just one method if you want volume.

Your customer's time is important. Make sure that any phone call you make is justified. Informing them of a change in the calculation of their insurance quote, some detail in their insurance policy that you failed to mention during your last meeting and a success story involving people in a similar situation would be of interest to your customers and are valid reasons to call.

Relating success stories especially about people who are in the same circumstances as your prospect can help tip the scales toward a purchase. If your customer knows exactly how your products and services helped other people, he / she might be more willing to buy a policy from you.

Follow-ups should not take a lot of your customers' time. Short and professional is the way to go. Idle conversations should be kept to a minimum. It helps to be a good listener and note-taker, so you know exactly what to say next so that the session does not drag out.

Taking down notes during conversations is a good practice. It helps you prepare for your follow ups and prevents both parties from going over the same topics over and over again.

With your notes, you can cite specific information that can help you direct the next conversation to the purpose of your call.

Showing customers that you took the trouble to take down notes and that you reviewed your last conversation prior to the current meeting makes a good impression on prospective clients. It indicates attention to detail and builds trust and confidence in the agent by the prospect.



100% Quality Guarantee

All of our leads come with a 100% Quality Guarantee. If you receive a lead with a false telephone number, email or wrong name, we will replace that lead FREE of charge with no questions asked!

- Highest Quality Leads in the Industry
- Exclusive or Shared Insurance Leads
- Consistent High Leads Volume
- Competitive Pricing
- Highest Conversion Rates



CALL US TODAY!

(888) 778-0410 Ext 2

Don't rush your clients into making a decision. This will only make them more suspicious of you and may jeopardize your chances of making a sale. Follow-ups should be done regularly, but not too frequently that your calls and emails will be regarded as annoyances. Allow for 3-4 days interval between the first and second then second and third call / email. After that, follow ups should be done at least weekly.

What is a Good Follow Up Email?

A good follow up email is like a good sales pitch. It provides compelling reasons for the customer to read it and influences them to buy a policy. Here are some suggestions on how to achieve this.

Just as you may use a script for follow up calls, you can use a template for follow up emails. To personalize each email, however, the opening paragraph should contain a custom message. This could be based on the information you noted in your previous conversation or meeting, which could segue to some new information or developments that you were not able to tell your customer about last time.

Your email template could include a section that has links to relevant websites that can help answer frequently asked questions.

Part of establishing and maintaining good relations with your customers is to send thank you cards at appropriate occasions. This could be after receiving insurance quotes requests or after a sale has been finalized. E-cards can be sent automatically at specified dates and can be outsourced to automated mailer companies like Post-CardMania.

Big accounts deserve something extra. Consider sending a gift rather than a card to express your appreciation of their interest in your products and services. Your gift should be small and simple, something that cannot be interpreted as a bribe.

There is also a final consideration in sending follow up emails.

Don't second-guess a prospect if a sale has not yet materialized!

Just because a prospect does not buy a policy after the first meeting, it doesn't mean that you don't have a chance to make a sale anymore. That is what follow ups are for. Until you get a definite "yes" or "no", don't give up.

Remember that people who give out their contact information to agents are interested in insurance. They may just be being cautious, but you should respect whatever reason they have for not buying a policy right away and keep following up anyway. Your persistence will pay off in the end. Nothing's over until you get a definite "yes" or "no".

Be conscientious about making those follow-ups. These represent sales opportunities that you cannot afford to ignore. To make your follow-up process more efficient and to make sure that you are not missing any prospect for follow up, the use of a lead management system is highly recommended.

Handling Resistance to Your Sales Pitch from Customers

When meeting with prospects, do not be surprised to encounter negative reactions or resistance to your sales pitch. In fact, you should be prepared for such a situation and be able to handle it gracefully. Many people like the idea of having insurance,



100% Quality Guarantee

All of our leads come with a 100% Quality Guarantee. If you receive a lead with a false telephone number, email or wrong name, we will replace that lead FREE of charge with no questions asked!

- Highest Quality Leads in the Industry
- Exclusive or Shared Insurance Leads
- Consistent High Leads Volume
- Competitive Pricing
- Highest Conversion Rates



CALL US TODAY!

(888) 778-0410 Ext 2

and would naturally look for providers who can give them value for their money. If your sales pitch does not convince them the value of the product or service that you offer, expect a negative response. Your company's image can also influence your ability to convince customers. It is also possible that there are too many changes going on in their lives or they may be anticipating change, so that customers are hesitant to invest in an insurance policy right now.

There are many ways that you can deal with customers' negative reactions, depending on the root cause. This white paper will tackle the 12 classifications on customer objections.



100% Quality Guarantee

All of our leads come with a 100% Quality Guarantee. If you receive a lead with a false telephone number, email or wrong name, we will replace that lead FREE of charge with no questions asked!

- Highest Quality Leads in the Industry
- Exclusive or Shared Insurance Leads
- Consistent High Leads Volume
- Competitive Pricing
- Highest Conversion Rates



Rating



CALL US TODAY!
(888) 778-0410 Ext 2

Handling Common Customer Objections to Insurance

1. The customer has cost concerns.

Expect objections about cost. In many cases, customers will say that the insurance you are offering is too expensive and they cannot afford it. One way to avoid this objection is to focus on the value of the product or service you are offering. Selling insurance based on price is not the best way to persuade a customer to buy a policy.

Tell them about satisfied policyholders who had the same concerns about cost, and how you and your company were able to provide a solution. Acknowledge their concerns and show understanding. Find out what they are willing to spend on insurance and see if you can find a suitable plan. In any case, emphasize how the right coverage will ensure that they have adequate resources to cover future needs and save them money in the long run.

Get them into the "Yes" frame of mind. Rephrase the objection. Get their mind off the price and have them thinking on the value of what they would be getting instead. Dig deeper. More than the cost, the root of their objection might be the simple fact that they truly don't think the product is worth the price, or maybe they are feeling pressured to make a decision or buying insurance now would mean making a switch to another insurance provider.

2. The customer is undecided.

The best way to handle this is to make sure that you have fully explained your offer to your prospect. If there is still doubt, find out what is causing those doubts and do your best to address them. Solicit feedback as much as possible to make sure that the customer understands his options and is not overwhelmed by too much information.

Insurance is a form of investment, so respect your customers' right to think things over before making a commitment. Your job is to ensure that they have all the information they need to make an informed decision.

3. The customer wants to do some comparison-shopping.

Try to find out the customer's reasons for doing so. Obviously, your prospect still feels the need to look at other insurance providers even after you have done your best to convince them of the advantages of buying insurance from



you. What exactly is being compared (e.g. price, coverage terms)? Some people need more assurance that they are making the right decision by comparing offers from different providers. Your customer could also be hesitant because they feel pressured to make a decision.

If your customer has decided on doing some comparison-shopping and you are an independent agent, you can volunteer to get insurance quotes from different providers on their behalf. This way, you are giving more value for your customers being their one-stop shop for insurance.

An exclusive agent does not have that option. If you are such an agent, what you can do is to market your company. Emphasize the quality of customer service you provide to clients. Even better, cite instances where customers in a similar situation as your current prospect has decided to trust your company with their business and are happy clients.

Assure your prospect that there is no pressure to buy a policy on the spot and that you understand that comparison-shopping is a natural thing for consumers to do. Do not make them feel uncomfortable or guilty because they did not buy anything from you. However, make sure that they are comfortable with you sending them additional insurance information and calling them to make a follow up in the near future.

4. **The customer is only interested in getting information.**

In some cases, customers are not ready to hear a sales pitch and would much rather deal with reading materials. Do not be discouraged by this, and instead, be helpful and ask what kind of information they are interested in. Make sure to include information about your company when sending customers insurance reading materials.

5. **The customer does not want to switch policies or insurance providers.**

The best way to handle this is to remind prospects the importance of reviewing their policies regularly. With all the changes in the industry, it is possible that their current policy is no longer suitable for their needs or the premiums that they are paying are higher than what they should be.

Offer to do a policy review for them as a way to give value-added service. Keep in mind that people who give their contact information freely to insurance agents would have to have a reason to do so. In short, there MUST be something that started them looking at other insurance options. Try to find out what they are.

Get more information on what they like and don't like about their current policy and / or insurance provider. See if can offer your prospect a better deal.

6. **The customer has never heard of your company**

Be prepared to deal with this objection by using company brochures, presenting customer testimonials and references and citing industry awards, certifications and accreditations. The important thing is to establish trust with the customer and make them more comfortable in dealing with you and your company.



100% Quality Guarantee

All of our leads come with a 100% Quality Guarantee. If you receive a lead with a false telephone number, email or wrong name, we will replace that lead FREE of charge with no questions asked!

- Highest Quality Leads in the Industry
- Exclusive or Shared Insurance Leads
- Consistent High Leads Volume
- Competitive Pricing
- Highest Conversion Rates



Rating **CALL US TODAY!**

(888) 778-0410 Ext 2

7. **The customer does not trust your company**

Find out their reasons for doing so. Have they heard negative things about the company? If so, what have they heard and have they verified it? Help your customer separate truth from rumor. Or maybe they or someone they know had a bad experience with your company. Ask for specific details.

Keep asking for information. Once they have run out of reasons for not liking your company, you can begin tackling those one by one.

Maybe your customer has a distrust of the insurance industry in general. If so, remind your prospects that not all companies are created equal – in any industry. As for your company, assure your customer of your good reputation and stability. Cite industry accreditations and awards, as well as client testimonials.

Establishing trust is important in building good customer relations. You cannot hope to do business with other people if there is no trust involved. On the other hand, you must take care not to make false promises while assuring customers of your company's good qualities, since this could backfire in a major way in the future.

8. **Your customer does not think that they need insurance**

To handle this, begin with getting all the reasons that the customer thinks that insurance is not important or not a priority.

The reasons for getting insurance, such as coverage for future needs like medical emergencies, may not seem real to them at the moment. Walk them through an all-too-possible scenario where insurance will be helpful. Make sure that your example is based on stories of insurance claims of real policyholders. Do not make anything up.

Remind your customers that many people make the mistake of not getting insurance until it is too late. Emphasize the advantages of getting insurance early.

9. **The customer is too busy.**

Do not be put off by this objection. Simply ask what time is more convenient for them and make yourself available during that time. If your customer does not want to commit to a definite time for a follow up, try to convince them to do so by telling them that you understand how important their time is and that you will make the meeting as short as possible.

10. **The customer is just not interested.**

One way to handle this is to keep changing your offer in terms of deductible or coverage until you hit a combination that sparks an interest in your prospect.

If your prospect has an existing policy, try asking them if their coverage includes a particular benefit that they may not be familiar with. This gives you an opening to discuss the features of the insurance product you are offering. At the very least, try to set up a follow up call or meeting in the near future.

You could also try to convince them to do a policy review. A policy review can uncover gaps or potential issues in the current policy. This would be the opening you need and a reason for them to consider getting a new policy.

11. **The customer will not make a decision without another person's input**

Your prospect might put off making a decision by saying that they need to tal



100% Quality Guarantee

All of our leads come with a 100% Quality Guarantee. If you receive a lead with a false telephone number, email or wrong name, we will replace that lead FREE of charge with no questions asked!

- Highest Quality Leads in the Industry
- Exclusive or Shared Insurance Leads
- Consistent High Leads Volume
- Competitive Pricing
- Highest Conversion Rates



CALL US TODAY!

(888) 778-0410 Ext 2

first with their spouse, financial advisor, attorney, other family members or friend. If this is the case, offer to meet with them or set up a conference call, so that you can talk to all parties involved in the decision-making.

Try to do the same with “advisors”. Get your customer’s permission to set up an appointment with them to review the policy and discuss alternative insurance.

The important thing here is to convince all the parties involved in decision-making. Make sure you can answer any question about your product. Resist any temptation to exaggerate or make up information to sway the decision in favor of a sale.



100% Quality Guarantee

All of our leads come with a 100% Quality Guarantee. If you receive a lead with a false telephone number, email or wrong name, we will replace that lead FREE of charge with no questions asked!

- Highest Quality Leads in the Industry
- Exclusive or Shared Insurance Leads
- Consistent High Leads Volume
- Competitive Pricing
- Highest Conversion Rates



CALL US TODAY!

(888) 778-0410 Ext 2

12. The customer is confused with too many insurance options or too many agents calling him / her.

Be sympathetic.

Help them make sense of the situation by sitting down with them and narrowing down their choices. Begin by having them list down their goals and priorities in getting insurance. What are their main concerns?

Suggest some general options.

Once they have selected the option they want to explore, that is the time to introduce specific insurance products and discuss the details of the policy.

Trust may be an issue

Make sure you use tips #6 and #7.

This is also the time to stress the advantages of doing business with you and your company. Other agents and companies may offer a similar policy, so stress the qualities that differentiate you from other players in the industry.

Things to Avoid

Some actions are a no-no if you want to be able to handle objections professionally and still have a chance to convert leads to sales. Consider every lead as a fresh start. This means that, you have heard a particular objection countless times and have never had much success in making a sale against them, but this should not stop you from trying. Customers may voice the same objection, but their reaction to your counter-move will be different.

Never get defensive. Avoid using the word, “but” (e.g. “but this is a good policy”, “but that company is not as good as we are”).

Do not bad-mouth the competition. It is difficult to recover from a situation where you criticized your customer’s current insurance provider and the customer interpreted that as criticism directed at them for choosing that company. You do not have to resort to mud-slinging in order to generate sales. It is also unprofessional.

Engaging Your Customers

It is difficult to sell anything to a customer who is not interested or distracted. To

avoid this, you have to capture your customer's interest and engage him or her in the conversation right from the very start.

Give the following suggestions a try:

Use small talk as an ice breaker. Don't just jump into your sales pitch and give the customer the impression that getting a sale is all you're after. To be able to give good customer service, it is important to know what makes your customer tick. You also want to know if your customer is currently weighed with concerns that could distract him or her from insurance talk later on.

Either way, you can adjust your approach accordingly, so that you can show your customer that you are not just there to sell insurance, but to establish good customer relations as well.

Pay attention. This means no multitasking and paying attention to what your customer has to say. If you are distracted, how can you expect your customer to take you seriously?

Be interested in your customer. There are many ways to show your customer that you think of him or her as an individual with unique needs rather than a generic customer. Using their name frequently in a conversation and looking at them directly while they are talking is a good start.

Be comfortable and relaxed. Do not meet with customers if you are in a nervous, stressed or highly-strung mood. This rubs off on the person you are talking to and greatly reduces your chances of making a sale.

Be a good listener. The meeting is not all about you, so encourage your customer to talk, give feedback, ask questions and air their concerns. If your customer is actively participating in the meeting, it means that they are comfortable in dealing with you. On your part, you will know where you stand with your customer.

Why an Agenda is Important

It always pays to be prepared. If you are meeting with a customer, you need to prepare an agenda and communicate that to the customer. Customers will seldom accommodate agents without knowing exactly their purpose and the topics that will be covered during the meeting.

Here are other reasons why having a meeting agenda and telling the customer about it is important:

Customers are more likely to want to deal with professional and organized agents. Customers can let you know in advance, what they find unimportant. You can change your approach based on this input and ensure that your actual meeting will be better received by your customer.

In addition, an agenda will also help your customer identify any topic that you



100% Quality Guarantee

All of our leads come with a 100% Quality Guarantee. If you receive a lead with a false telephone number, email or wrong name, we will replace that lead FREE of charge with no questions asked!

- Highest Quality Leads in the Industry
- Exclusive or Shared Insurance Leads
- Consistent High Leads Volume
- Competitive Pricing
- Highest Conversion Rates



CALL US TODAY!

(888) 778-0410 Ext 2

have not included but that he or she feels should be taken up in the meeting. Having an agenda for any meeting with a customer differentiates you from other agents who don't do this. When customers start associating you with this practice, it makes for better recall. This means that customers will come to know you for it. Preparing an agenda also helps you, as an agent, to focus on what you want to achieve with the meeting and to consciously work toward that goal.

You can also tie up your agenda with your long-term goals, whether they are in terms of career growth or company goals. Each meeting with a customer should contribute to your long-term goals, so that each meeting or series of meetings can be a benchmark or milestone to where you want to go.

Having a plan makes your efforts become more focused and guided. In addition, regular reviews of your accomplishments and to-do's gives you a sense of direction on where you are as opposed to where you want to be.

Why Wording is Important

There are many ways to deliver a presentation to customers. However you do it, the important thing is that your delivery reflects confidence and sincerity. There could be instances where your words give a different impression than what you intended. To avoid this, try doing the following:

- Put yourself in your customers' shoes. Make a recording of your presentation and listen to it. You may think that what you have is good enough, but there is always room for improvement, especially if you consider your presentation from a listener's perspective. You may be able to pick up awkward or fake sounding areas or phrases, for instance.
- Don't use the phrase, "To tell you the truth". If you think about it, it is easy to get an idea that the speaker is not on the level before this phrase is used. You don't want to give that impression when you're dealing with customers.
- Avoid words that promote negativity or defensiveness. Avoid words like "but", "can't" and "disagree" as much as possible. Instead of telling your customer that you disagree with his or her opinion, tell your customer that you would like to present an alternative view, while assuring them that you understand where they are coming from.
- Avoid limiting words such "only" and "just" when talking about yourself or your product. Using these words gives the impression that you are not confident about your ability or you are not completely sold on the product you are offering. Believe in yourself and your product, and that belief will have a good chance of rubbing off on your customers. Help it along by not using words like "only" and "just".
- Always be of service. Part of establishing good customer relationships is to give quality service. This includes not making the customer feel that you are doing them a big favor with phrases like "I'll have to ..." and "... make the time ...". It gives the impression that you have better things to do than attending to their concerns. Replace these phrases with "I'll be happy to..." or tell them that it would be "your pleasure" to look into their request.
- Either you do it or you don't. Don't keep your customers in suspense. Don't say you'll "try" to do something. Be definite about it. It's either you do it or you don't.



100% Quality Guarantee

All of our leads come with a 100% Quality Guarantee. If you receive a lead with a false telephone number, email or wrong name, we will replace that lead FREE of charge with no questions asked!

- Highest Quality Leads in the Industry
- Exclusive or Shared Insurance Leads
- Consistent High Leads Volume
- Competitive Pricing
- Highest Conversion Rates



Rating **CALL US TODAY!**

(888) 778-0410 Ext 2

- Be Positive Always Even if the customer does not buy a policy at this point, you will still want to leave a good impression so that you will be remembered when the customer is finally ready to buy insurance. It is also a good thing to remember than even non-buying consumers can spread the word about a very helpful agent to members of their network who happen to be interested in getting insurance.

Buying leads and getting in touch with people who give their information to insurance companies on purpose is an efficient way of getting potential business for your company.

How to Get Referrals

Referrals are a good source of leads and a form of advertising. Whether prospects buy insurance or not, they can help spread the word about your company and the products and services that you offer.

Whatever you're spending on marketing, happy and satisfied customers still make the best advertising for your company. They tend to pull in prospects that are more receptive to your sales pitch, with the person who referred them as an example. Your company can benefit from referrals in other ways:

- Happy and satisfied customers have a way of multiplying through word of mouth. A satisfied customer can refer a friend who in turn becomes another happy customer who refers somebody else and so on.
- Referrals give a better return on investment in terms of time and effort as opposed to calling prospects out of the blue. Referrals take a shorter time to process, compared to the latter.
- You will have a higher success rate with referrals than other kinds of leads.
- Referrals can keep your business going even with a small marketing budget. You won't need to pay people to put in a good word for you to other consumers. In fact, satisfied customers will be happy and willing enough to help pull in prospects – for free.

Here's how to encourage existing customers to refer you to their network:

1. Ease their way. Providing your customers with pre-printed referral letters and some marketing materials like brochures helps take the guesswork and effort out of making a referral. If needed, provide the stamp for mailing the letters
2. Acknowledge their effort. Incentives like discounts, promotional items, gifts and other rewards can motivate many of your customers to give referrals. Incentives that can be shared with other people, even non-clients, can help existing customers pull in their friends into referring other friends. The scope of possible leads increases and the potential for sales increases as well.

If you cannot afford to spend on prizes, you should still acknowledge the effort by your customers to spread the word about your company and its products and services. You can do this by sending them an email or postcard, thanking them for all the referrals they submitted, for instance. Sometimes, recognition is all that is needed to show your customers how much you appreciate their efforts on your behalf.



100% Quality Guarantee

All of our leads come with a 100% Quality Guarantee. If you receive a lead with a false telephone number, email or wrong name, we will replace that lead FREE of charge with no questions asked!

- Highest Quality Leads in the Industry
- Exclusive or Shared Insurance Leads
- Consistent High Leads Volume
- Competitive Pricing
- Highest Conversion Rates



CALL US TODAY!

(888) 778-0410 Ext 2

3. Keep the risk low. Don't give your customer or prospect any reason to believe that there is a risk involved in making referrals or being a referral. Some people think that they are obligated to buy something if they allow themselves to be referred to insurance companies. Try offering a free trial period or a small token to express your appreciation of their taking the time off their schedule to meet with you.
4. Make yourself worthy. Work toward making yourself the kind of agent that your customers will not be ashamed to refer to their network. Strive to establish and maintain good customer relationships.

The more satisfied your customers are, the more they would be willing to help you grow your business.

Finally, when collecting referrals, remember that quantity is not everything and does guarantee more sales. You should learn to identify quality leads and pursue them first. You should also be able to adjust your approach, depending on the needs and preferences of your current prospect.

How to Get More Referrals

Here are some suggestions on how to get more referrals:

1. Decide on a goal and work towards it. For instance, you might want to have at least 10% more referrals over the next couple of months. Having a definite goal focuses your efforts and motivates you.
2. Have a target audience. Focusing your efforts on a particular kind of client is easier than catering to everybody. Your current customers will also appreciate knowing the kind of clientele you want to attract so they know which ones in their network they can recommend to you.

To maximize opportunities for referrals, choose customers who are the most satisfied and enthusiastic with your service to be your source of referrals. It is not a matter of asking more customers for referrals, but more of requesting for referrals from those who are most likely to be good at getting them.

3. Don't push your customers into getting referrals for you. To test if a customer is a good source of referrals, observe his or her reaction when they give feedback on your services. Are they enthusiastic and eager to answer? If the answer is yes, then try to see how well they communicate and relate to others. You want to ask referrals from people who are comfortable giving out brochures and talking to other people about your services.

If your customer does not respond or react favorably to your questions, back off. He or she would not make good advocates, but you can broach the topic at later time, when your customer is more familiar with the products and services that you offer.



100% Quality Guarantee

All of our leads come with a 100% Quality Guarantee. If you receive a lead with a false telephone number, email or wrong name, we will replace that lead FREE of charge with no questions asked!

- Highest Quality Leads in the Industry
- Exclusive or Shared Insurance Leads
- Consistent High Leads Volume
- Competitive Pricing
- Highest Conversion Rates



CALL US TODAY!

(888) 778-0410 Ext 2

Include Networking in your Work Process

Make asking for referrals part of your routine when meeting with customers. Make it part of your agenda and let your customers know that it is part of the agenda. Instead of asking for referrals seemingly out of the blue and surprising your customers, telling them right up front what you intend to do gives them time to get used to the idea and makes them more willing to give a name or two.

Helping Each Other with Referrals

Your clients are probably looking for referrals themselves for their own businesses. So why not help each other out and exchange referrals? One way to get started is to get to know other people in the same profession as your clients. Your customer may be willing to invite you to a local meeting where you can meet potential clients, exchanging business cards and referrals with them.

Don't forget to follow up on the people you meet. Let them know that you will be telling your customers about their products or services. Chances are, they'll be happy to do the same for you.

Websites and Social Networking Online

The Internet provides a great opportunity to connect to potential customers. Whether you have your own website or you are actively marketing your products and services in social networking sites (e.g. Facebook, Twitter), having an online presence can give your business a real boost.

Here are some of the reasons why:

- A significant number of consumers use the Internet for getting information. Having an online presence means making it convenient for consumers to find the information that they need when they need it.
- Social networking sites are very popular. Existing and potential customers can easily communicate with you and refer you and your website to the other people in their network.
- Personalized interaction with potential and existing customers is possible. Most, if not all, of your clients use the Internet and have an account with a social networking site. With the Internet, sending and receiving messages is simple, fast, and fun.
- Don't get left behind by the competition, who are probably on the Internet bandwagon already.

Purchasing Leads: After The First Year

After working with purchased leads for a year, you are now probably looking for better ways to manage them.

To illustrate the right and wrong way to manage purchased leads, consider two agents, Agent X and Agent Y. They are practically the same in many ways. They are both P and C agents with the same size office and area of operations. They even offer



100% Quality Guarantee

All of our leads come with a 100% Quality Guarantee. If you receive a lead with a false telephone number, email or wrong name, we will replace that lead FREE of charge with no questions asked!

- Highest Quality Leads in the Industry
- Exclusive or Shared Insurance Leads
- Consistent High Leads Volume
- Competitive Pricing
- Highest Conversion Rates



CALL US TODAY!

(888) 778-0410 Ext 2

the same kind of products and services with similar prices.

They are both interested in expanding their business. They have seen how others have benefitted from purchased leads, noting that their competitors now have more sales than they used to.

Agent X and Agent Y have never met, but they both decide to buy leads on the same month. Their handling of purchased leads is different from each other, and this what happened over 12 months:

1st Month

Agent X:

- Gets the quantity of leads that he feels is appropriate for the first purchase
- Filters leads using a broad criteria
- Buys a lead management system
- Follows up on leads immediately as they appear in the system
- Is patient with prospects and gives them time to decide on whether to buy a policy or not

Agent Y:

- Sets his purchase requirement to 10 leads per month
- Uses a fixed criteria to filter leads
- Uses manual processes to manage leads, including the use of paper spreadsheets
- Takes his time before following up on prospective customers
- Pressures prospects to buy insurance on the spot

2nd Month

Agent X:

- No change in the number of leads purchased
- Continues use of lead management system
- Publishes and distributes a monthly newsletter to clients to keep them informed of new products or services, and to educate them on what they need to know about insurance
- Follows up on prospects who didn't buy a policy until they give a definite "Yes" or "No" to the product being offered

Agent Y:

- Changes quantity of leads to be bought per month from 10 to 5
- Inconsistent in doing follow ups with prospects
- Does not have a newsletter
- Has a "take it or leave it" attitude, does not follow up on prospects who did not buy a policy during the first meeting



100% Quality Guarantee

All of our leads come with a 100% Quality Guarantee. If you receive a lead with a false telephone number, email or wrong name, we will replace that lead FREE of charge with no questions asked!

- Highest Quality Leads in the Industry
- Exclusive or Shared Insurance Leads
- Consistent High Leads Volume
- Competitive Pricing
- Highest Conversion Rates



CALL US TODAY!

(888) 778-0410 Ext 2

3rd Month

Agent X:

- Adjusts the filter criteria to get leads from areas with highest ROI, but does not change the quantity to be purchased
- Gets referrals from most satisfied and enthusiastic customers
- Looks into cross-selling
- Accommodates all questions from customers and tries to resolve customer concerns quickly

Agent Y:

- Does not buy leads anymore
- Does not ask for referrals from customers
- Is not interested in cross-selling
- Does not handle objections raised by customers well

6th Month

Agent X:

- Still buys leads and makes immediate follow ups
- Still relies on a lead management system
- Reminds policyholders when it is time to review or renew their policies

12th Month

Agent X:

- Derives a significant quantity of sales from purchased leads, the business has expanded and will continue to do so
- Still buys leads

What You Can Learn from a Failed Sale

Not all meetings with prospects end up in a sale. Sometimes, in spite of your best efforts, the customer still doesn't want to buy a policy. In this case, the best thing you can do is learn from the experience and move on.

To keep from making the same mistakes in future meetings or to simply improve your technique, try to find out why your prospect did not buy insurance from you. They may have bought a policy from another provider or remained with their current one, but, either way, see if you can get feedback on why this is so. You want an honest reply, and hopefully, your prospect will answer your questions. You may want to think about how to phrase your questions so that the customer will feel comfortable answering them. If they cannot tell you why you are not their choice for getting insurance, get them to describe why they think their current choice is the right one for them.

Your other option is to go over the meeting and any notes that you have made and try to come up with possible reasons on why no sale occurred. Having done that, make definite plans to address the root causes so that you can improve your chances of



100% Quality Guarantee

All of our leads come with a 100% Quality Guarantee. If you receive a lead with a false telephone number, email or wrong name, we will replace that lead FREE of charge with no questions asked!

- Highest Quality Leads in the Industry
- Exclusive or Shared Insurance Leads
- Consistent High Leads Volume
- Competitive Pricing
- Highest Conversion Rates



CALL US TODAY!

(888) 778-0410 Ext 2

making a sale next time.

If you really cannot find anything wrong in what you did, that's all right. There are other factors beyond your control that could have influenced your prospect to not buy a policy. There is nothing you could have done if the customer is adamant about not buying insurance or if their financial situation has changed since they submitted their contact details as a prospect and has made it difficult to accept your offer. It could also be simply that another provider made them a better offer.

What is important is that you did everything you could. You provided answers to all the questions they asked. You handled all the objections they raised. To the best of your ability, you made your best offer to them.

Don't let this kind of experience discourage you. Keep on following up your prospects via phone or by meeting with them personally. Explore other ways of getting leads, such as purchasing them from online leads generation service providers.

Working with Partners to Succeed

Partnering with another company that specializes in gathering insurance leads, such as ParasolLeads, can help greatly in your business. Our business depends on the success of yours, so we are doubly committed to helping you generate more sales by providing quality leads.

Patience is Key

When buying leads, you should start with a broad criteria then gradually adjust it as you notice trends and are able to identify which kind of leads yield the highest return on investment. This takes a bit of time, so you need to be patient.

Many users of this service have benefitted from the leads that they purchased. But it takes time and patience to be able to identify which kind of leads result into a high probability of generating a sale.

Getting Help from Your Account Manager

Account managers are assigned to all of our clients to help them with any question or concern they may have about our service or about buying leads in general. Please do not hesitate to contact them if you need help.

We have Free Resources for You

We have various white papers on various topics that you can download for free. These white papers covers topics that are useful to know for your business. These include tips on buying leads, getting referrals and networking, among other things.



100% Quality Guarantee

All of our leads come with a 100% Quality Guarantee. If you receive a lead with a false telephone number, email or wrong name, we will replace that lead FREE of charge with no questions asked!

- Highest Quality Leads in the Industry
- Exclusive or Shared Insurance Leads
- Consistent High Leads Volume
- Competitive Pricing
- Highest Conversion Rates



Rating **A+** **CALL US TODAY!**
(888) 778-0410 Ext 2



100% Quality Guarantee

All of our leads come with a 100% Quality Guarantee. If you receive a lead with a false telephone number, email or wrong name, we will replace that lead FREE of charge with no questions asked!

- Highest Quality Leads in the Industry
- Exclusive or Shared Insurance Leads
- Consistent High Leads Volume
- Competitive Pricing
- Highest Conversion Rates



CALL US TODAY!

(888) 778-0410 Ext 2

Hello,

Thanks for downloading our latest white paper in the “Online Marketing Success For Insurance Agents” series.

I hope you have found it to be of great benefit, and are able to implement many of these ideas into your business. If you have, please feel free to connect with me on LinkedIn so that you do not miss future updates.

Be sure to keep an eye open for other papers in this series.

I wish you great success!

Best regards,

Tom Carolan

*Vice President Business Development
Parasol Financial & Insurance Solutions
<http://www.linkedin.com/in/tomacarolan>
www.ParasolFinancial.com/agents
Tomc@parasolfinancial.com*