

## FINAL EXPENSE DOOR KNOCKING SELLING SYSTEM

### Objective:

- How to effectively work 20 new direct mail leads a week.
- Write \$3,000 A/P a week (4-5 apps)
- 70% contact ratio
- Profitable
- Reduce lead cost
- Duplicatable

**Monday:** Take 10 leads out of your 20. Use a route planning app to optimize stops. This will help you save on time and gas. You should arrive at your first house between 9am-10am. After you have completed door knocking all 10 leads. Remove the ones you have made contact or a presentation with. Then loop back around door knock again. All the leads where contact was not made. You can repeat this process a third time. If time permits you to do so if it's still daylight.

**Tuesday:** Door knock the remaining 10 leads. Plus any leads you weren't able to contact on Monday. Repeat the same loop around process as Monday. Call all leads who you did not make a physical contact with from door knocking to set appointments for Wednesday. **Only Call when you have door knock each lead three times.**

**Wednesday:** Door knocked any leads you weren't able to make contact with on Monday and Tuesday. Repeat the same loop around process. Also, any appointments you set from Tuesday.

**Note: By the end of business day Wednesday. You should have made contact with 10-15 of your leads. 7-10 presentation a minimum of \$1,500-\$2,000 A/P (3-4 apps)**

**Thursday:** Include any old leads you might have purchased in the past from the area. To work along with your new leads and door-knock. Prospect at areas seniors like to hang out For example McDonalds. You can find a group of seniors in the morning meeting there. Getting their morning coffee and socializing. Also, prospect to set up events or seminars at senior apartment complexes or community centers. It is a great way to generate free leads.

**Friday:** Order 20 new direct mail leads for the week. **Check out my blog on how to change your mindset about leads** [BlogPost](#)

**Saturday:** 10am- 1pm Only if you did not hit your goal. Door knock any leads you haven't made contact with.

### **Lead Disposition**

**N/A** = no answer

**M/C** = made contact

**N/I** = not interested

**Appt** = appointment set

**Pre** = presentation

**S** = sale made

**F/U** = follow up

**D** = deceased

**W/A** = wrong address

**D/N** = discounted or non working phone number

## TIPS

- 1. Have a door-knocking script. Make sure to practice and memorize it.**
- 2. When you arrived at the prospect home. Get out of the car, smile and wave as you are walking up to the door.**
- 3. Introduce yourself to the prospects/clients' neighbors. If you see them standing outside.**
- 4. When the prospect opens the door. Make sure the lead card is facing them. So they can see the lead card they filled out.**
- 5. Leave a delivery notice on the door if nobody answers. If they call you back don't answer, go straight to the house. If you are still in the area.**
- 6. When things get tough just tell yourself just one more. One more door knock, one more presentation, one more call. Just keep saying to yourself JUST ONE MORE**

Check out my blog on door knocking leads [Blogpost](#)

## **Final Thoughts**

I challenge each agent to work this system for 90 days and watch how your business will increase. But it will only work if you 100% completely sell out to this system. 90% of agents in this business fail because of four reasons. Poor work ethic, lack of training, not following a system and listening to the wrong people. Be different and challenge yourself to part of the 10% of the agents that succeed in this business. Which will help change your life, family, community, charities and the people to whom we serve.

**Check out my blog on the five qualities that make a successful insurance agent [BlogPost](#)**