

It's important to know we are considering every triple dial as 1 call on our graphs

HOW TO CLOSE OUR LEADS

1	DAY 1 3 CALLS, 1 TEXT, & 1 EMAIL	2	DAY 2 2 CALLS, 1 TEXT, & 1 EMAIL	3	DAY 3 1 CALLS, 1 TEXT, & 1 EMAIL
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ALL STEPS EQUALING 12 POINTS OF CONTACT

LEAVE 1 VOICEMAIL PER DAY & DOOR KNOCK UNREACHED LEADS

6 CALLS
equals a 90%
chance of contact

80% OF SALES
are made between the
5th and 12th contact

CALLING
at different times of the
day can double your
chances

CALLING
from a different number if
you haven't made contact

5 CALLING TIPS

1. Assume the right person answered the phone. If the lead says "Betty Smith," and a female answers the phone, then say "Hello, Betty." However, if a guy answers the phone, then say "Hello, Mr. Smith." By asking or looking for someone it appears that you are a telemarketer or salesperson.

2. Use your first name only. There is no reason to say your last name or company name. It will only create problems and prompt them to ask "Who is YOUR COMPANY?"
They won't remember your information anyway.

3. Don't ask "How are you?" This is a way for them to insert an objection and we never really care how they are doing anyway.

4. Do not PAUSE! Pausing creates an awkward silence, and by doing this you are giving them permission to insert an objection here. Also, pausing shows a lack of confidence in yourself and your products. The only correct time to pause and not speak is after you've asked them a question.

5. Sell a "Drop-Off" Time. Your only objective when you are calling leads is to get in front of them. You shouldn't ask age, date of birth, health questions, give quotes, gauge interest, etc. This won't be a good gauge of interest level anyway since they are naturally going to object to whatever you say. FYI, the prospect will forget about you only "dropping" something off...

THE SCRIPT

Hello (lead's first name). [wait for confirmation]

Hey, this is (your name). I'm getting back to you about your request for the new (Final Expense, Medicare, Mortgage Protection, Life Ins) information. I'm the local field underwriter and I'll be out in your area on (insert day), should I drop this information off in the morning or in the afternoon? [set within the next 48 hours]

Is (insert time) or (insert time) better?

And, are you still at ____? (if not, okay let me update your address. what is that?)

Now (leads first name), so I need some help from you. Describe your house for me, what color is it? is it a house, trailer, or apartment? Any other special details so I can spot it...? Do I need any special directions? Or will I be able to use google maps?

Hey do me a favor, grab a pen and paper real quick. I'm putting you in my calendar now, so please go ahead and write down my name and (insert appt time). Thank you.

Well thank you for being so nice and for your time. I will see you __ @ __.

Have a great rest of your day. Goodbye.

VOICEMAIL

Hey (lead's first name), its (your first name) getting back to you about your request for the new information. I'm the local field underwriter in your area so call me back real quick to setup delivery. Thanks (lead's first name), again its (your first name) at (insert number).

EMAIL

Hey (lead's first name), its (your first name) getting back to you about your request for the new information. I'm the local field underwriter and I'll be in your area on (insert day) so should I drop this off in the morning or the afternoon?

TEXT

Hey (lead's first name), its (your first name) getting back to you about your request for the new information. I'm the local field underwriter and I'll be in your area on (insert day) so should I drop this off in the morning or the afternoon?

DOOR - KNOCK PITCH

Hey (lead's first name), How are you? [smile, be enthusiastic, and take a step back as you say this]
My name is Cody. I'm getting back to you about your request for the new (final expense, medicare mortgage protection, life ins.) information. Now, I'm the local field underwriter and I was in your area so figured I'd drop it off and check you off the list. Can I come in for a quick second? [start towards the door, look down, and wipe off your feet]
Another Question Option: Should we sit on the couch or at the table?