

“Why do I buy a telemarketed lead?”

I love telemarketed leads because you can receive them in one or two weeks after placing your order, and people are expecting to receive information about life insurance. You even know who the beneficiaries would be.

Sometimes when you call to tell them that you are going to deliver the info, they have forgotten about the call, but you have some information that will help them remember, things like:

Hobby, Beneficiaries and the Telemarketer’s name.

I use them as a complement to other lead types, bit not as my primary lead source.”

Jose T FL

Jose’s Approach

What do I do once I receive a lead?

I call them and my goal is to make them remember the call.

Once I confirm their information, I ask them what will be the best time to talk for 5 minutes, tomorrow at 10:00am or 3:00pm?

I don’t give any kind of information over the phone.

If they don’t answer the phone after I’ve tried twice, I don’t call them anymore; instead I knock on their doors.

Right Mind Set

This is not a sale yet! You have to make the close.

You are not going to close 100% of the leads in the first try. But don’t give up! If they are not ready yet, try 6 months later, and 6 months later after that... until you close the sale.

Telemarketed Lead Example (telemarketed leads are sent via email daily as they are generated)

Joe Agent

You Have a New Lead!

Here are the details

Name **Susan**

Last Name **Johnson**

Street **2324 Oak Place Ct.**

City **Miami**

State **Florida**

Zip **33570L 7906**

Phone: **813L 641L 8938**

Quote Amount **\$5,000**

Beneficiary: **4 kids**

Best Time To Contact **Any**

Best Day to Follow Up

Tobacco User: **No**

Telemarketer Name: **AJ**

Age: **66**

Date of Birth: **9/1/1948**

Hobby: **Reading**

Notes: " **Mrs. Johnson would like to be contacted after 2pm in the afternoon.**" Time Stamp: **06L Jul 2014 14:29:26**

Turn this one into a sale!