

Another prospecting technique you can use in conjunction with Door Knocking, are Pre-Approach Leads

Pre-Approach Leads are the original list of consumers that were mailed lead letters.

Out of every 1,000 letters mailed, we receive back approximately 10-15 completed leads.

That means there are another 985 consumers from that mailing who are the right target for our services, many of whom need this coverage, but won't respond to a mailing.

You have the opportunity to purchase these Pre-Approach Lead lists inexpensively, and utilize our Door Knock script and approach to turn these otherwise unfulfilled prospects into sales.

Expectations for Pre-Approach Leads

15 Door Knocks/day

or

2 Sales/day minimum

(whichever comes first)

4 days/week

Total sales = 4/week (minimum)

Pre-Approach Lead Door Knock Script

Hi, I'm Joe Smith with the Legacy Life here in town and I was just in the area seeing some other people who had requested information about the New Senior Benefits Program *(hold up all your leads)*

You'll probably be getting this in the mail in the next few days but since I was in the area I thought I would swing by and spend 10 minutes to show you how the programs work"

If they invite you in then mission accomplished. If they indicate they don't have the time right then you say:

Actually, I don't have the time right now either, I have all these people to see *(hold up your leads again)* but, I will be back over here again tomorrow. Will morning or afternoon work better for you?"

(continued)



Alternate Pre-Approach Lead Door Knock Script

Hi _____ (prospect name), **my name is _____ (first name) and I'm a licensed agent regulated by the state of _____ (your state) and we recently mailed you out some information on how to protect you and your loved ones from the burdens of Final Expenses.**

I just need about 10 minutes of your time to show you how these programs work and go over what you are entitled to.

If they invite you in then mission accomplished. If they indicate they don't have the time right then you say:

Actually, I don't have the time right now either, I have all these people to see (*hold up your leads again*) but, I will be back over here again tomorrow. Will morning or afternoon work better for you?"