

“How To Convert Leads To Sales”

Initial Contact: If a prospect requests free information (such as a brochure or report), contact them before mailing anything. It is easy to say *“I’m calling because you requested _____.”* What did you have in mind when you asked for it?” This approach can bring out their interests and/or problems.

If you mail the information first and then follow-up with a phone call, the prospect might say, *“Thanks for the information. I’ll let you know if I need anything.”* It is better for you to call to set an appointment or stop by to visit your prospect.

Objection: I’m busy right now.

Answer: **So am I. I’ve been swamped with requests for quotes and information on (Product) lately. A lot of people I talk to seem to be busier now than before. This will be time well spent. It’s taken you a lifetime to accumulate what you have. I’m sure you’ll agree it’s worth 10 or 15 minutes to discuss how you might protect it. Would mornings or afternoons be better?**

Objection: I didn’t send in any card.

Answer: **We all get a lot of mail today, so I understand you not remembering the one you sent in. I have your card right in front of me. You requested information on (product). On your information request, you noted you were (age) and your wife (her name) is (age).**

Objection: I already have too much insurance or I can’t afford it.

Answer: **I can appreciate how you feel. Many of my clients felt the same way. But after looking at the facts, they found it was a good idea to schedule an annual review and take a good look at what coverage they had. As a licensed, qualified representative, that’s my specialty. And there is no cost or obligation for the review. Would mornings or afternoons be better?**

Objection: I’m happy with my current agent.

Answer: **That’s great, and I don’t even know if my company would even be a fit. But tell me, if we could offer you a similar product/service, but at a lower premium, wouldn’t that at least be worth a look?**

Objection: I don’t let anyone come to my home.

Answer: **That’s okay. If you would like, I’d be happy to meet you at my office (or restaurant, library, senior center, etc.). Would morning or afternoons be better?**

Objection: Just send me the brochure.

Answer: **We used to do that, but people had too many questions and we want to make sure you get all your answers. The brochure doesn’t cover every possible situation. That’s why we will just take about 10 or 15 minutes, but then we have to be on our way. Would mornings or afternoons be better?**

(continued—over)

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If they persist in their request you may want to say . . .

Answer: **All right, I will need to gather your contact information. Typically we can go through the brochure and answer any questions you may have in about 10 or 15 minutes. Would it be more convenient for me to deliver it to your home or for you to come by my office?**

The Prospect will either set an appointment or object. If they object you may want to say . . .

Answer: **Sir/Ma'am, my intent is to help you and your family beyond simply mailing you a brochure. I want to see that all of your questions and concerns are met with answers that make sense. If you do not need my assistance beyond our initial meeting, then at least you will have your questions answered, and you will be closer to where you want to be. Does that sound fair?**

The prospect will either set an appointment or object. If they object you may want to say . . .

Answer: **I am happy to honor your request. I'll have your packet in the mail today and I will follow up with you in a few days to answer any questions you have at that time.**

Answering Machine Message:

If you are repeatedly confronted by an answering machine, leave the following message for the prospect :

Hi Mr/Ms Prospect's Last Name. This is Your Name. I'm calling because I received your request for the free information, Brochure Name. Please call me back when you can so we can discuss the best way to get you the kit. I can be reached at xxx-xxxx. Thanks very much.

(You may want to re-read the Obj/Ans: "Just send me the brochure.")

Interested Prospects:

Interested prospects might tell you where they are financially or what they would like to achieve. Ask question until you have an understanding of what is important to them. Once you generally understand their goals, schedule an appointment to explain how you can help them achieve those goals.

Response: **I help clients in your position everyday. My brochure will answer many of your basic questions. We can go through it and have all of your questions answered in about 10 or 15 minutes. What day is convenient for you to come by the office or what day is most convenient for me to stop by and deliver the brochure to you?**

Notes

Don't over qualify on the phone. Your goal is to make an appointment.

Don't pre-judge prospects by their house or car. Many producers have found considerable wealth in ordinary surroundings.



Remember the most important question in selling: "WHY?"



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