

**MONEY IS IN THE METRICS**



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# **TALK TIME**

- **3+ HOURS OF TALK TIME A DAY**
- **MORNING AND AFTERNOON CALL SPRINTS**
- **USE THE SALES PROCESS TO DIVE DEEP WITH PROSPECTS**
- **SPENDING 3+ HOURS A DAY ON HIGH-QUALITY, TARGETED PROSPECTS CAN BE MUCH MORE EFFECTIVE THAN SPENDING THE SAME AMOUNT OF TIME ON REACTIONAL ACTIVITIES**





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# **DIALS**

- **SWITCH UP YOUR LEAD SOURCE**
- **120+ DIALS A DAY IF 3 HOURS TALK TIME IS NOT ACHIEVED**
- **MORE OUTBOUND CALLS WILL CREATE MORE OPPORTUNITIES**
- **FOLLOW THROUGH AND COMPLETE YOUR CALL SPRINT**
- **ADMIN WORK CAN WAIT**





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# **QUOTES**

- **10 QUOTES PER DAY**
- **BUNDLING! ASSUME THE CROSS QUOTE**
- **QUOTE MORE, CLOSE MORE**

**10 QUOTES X 21 WORKING DAYS= 210 QUOTES PER MONTH**

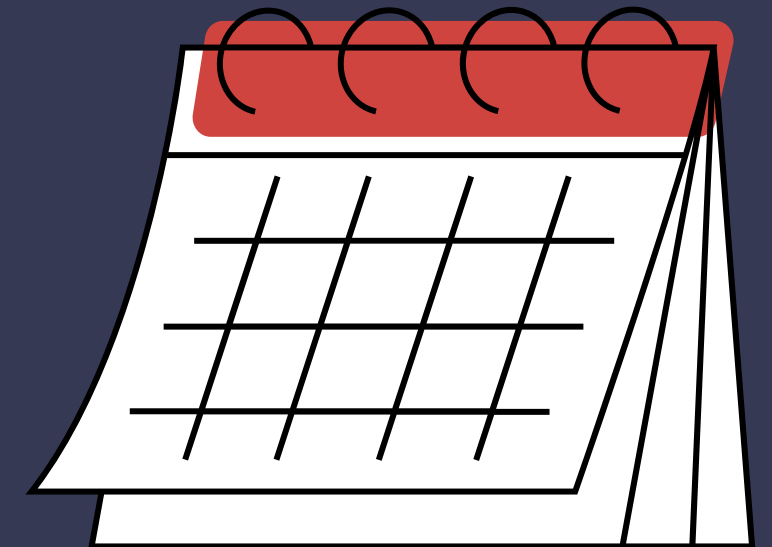
**210 X 20% CLOSING RATE X 1.5 AVERAGE PER CLIENT= 63 POLICIES SOLD**



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# **SALES & HOT LEADS**

- **80+ ACTIVITIES A DAY IN YOUR SALES MANAGEMENT TOOL**
- **KEEP A VIRTUAL HOT LEADS FOLDER FOR BETTER ORGANIZATION**
- **FOLLOW UP USING YOUR CALENDAR**
- **ATTACK THE LEAD SOURCE OF THE DAY, CALL 50**



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# **COMP PLAN**

- **ACTIVITY DRIVES RESULTS**
- **KNOW YOUR METRICS & GOALS**
- **DO THE MATH**
  - **WHERE ARE YOU AT NOW?**
  - **HOW MUCH IS LEFT TO HIT YOUR GOAL?**
  - **WHAT DO YOU NEED TO DO TO GET THERE?**
- **TAKE ADVANTAGE OF YOUR COMPENSATION PLAN**
- **NO GOAL + NO PLAN = NO COMMISSIONS**

