



INTERNET LEADS

WHEN IT COMES TO INTERNET LEADS, SPEED TO CONTACT IS CRUCIAL.

Most likely they are getting calls from other agencies and companies. Be the first to contact and be confident with your greeting or voicemail.

Make it quick and to the point.

LEARN FROM FAILURE

"Hi, this is (your name) at (agency). I'm calling about the insurance quotes you requested and am almost done with that for you. Do you still live at this address?"

ASSUME THE QUOTE

Be ready for any objections they might have.

"We are almost done, Is this your vehicle, I want to make sure it came through right."

And keep moving!

INTERNET LEADS

QUICK TIPS

- Assume every lead is buying! Be positive going in to the call and the quote.
- Not everyone is a price shopper, find out why they are really shopping, get to know them.
- Quote with them on the phone - show them how you are different and sell the value! Don't let them go to only play phone tag. Remember, the more we talk to them the more connection we can build (plus TALK TIME!)
- Follow the sales process and use the outbound call check list.
- Text on the front end!
- Assume the close!
- Don't be disappointed if you get a "no".
- Follow up on unsold leads/quotes - be persistent and work the prospecting timeline

