

ONLINE LEADS QUICK TIPS

Nurtured Leads



Be Successful With Online Leads!

Getting the most out of this new lead source requires a multi-tiered, targeted approach.

Call immediately! (24 hours or less)

Be patient, flexible and persistent.

- Always call back
- Don't be afraid to door knock

Build trust: Let clients know you are local, you can shop the best rate and are not bound to a single carrier.

- Always leave a voicemail & send an email or a text

Make sure to follow up with another call soon.

Use precise terminology.

- Life = money for the family
- Mortgage Protection = house payoff
- Final Expense = burial expenses

Drilling Down

Due to the impetuous nature of online leads, the sooner you contact them, the more successful you will be. Contact within 30 minutes seems to be the sweet spot. The goal is to catch them while they are still in the mindset of whatever drove them to seek out life insurance in the first place. To assist with this shortened timeline, SFG support staff will be contacting and confirming these leads as they come into our system. This lead nurturing is essential and to maintain this advantage, **it is vital that you follow up with these leads within 24 hours.**

Keep in mind that internet leads like their privacy and will likely screen their calls. It is important to leave voicemails and reach out via emails and texts to respect their comfort zones. Building trust becomes even more important with these individuals, so let the lead know right out of the gate that you are local and can shop around for the best rates for them.

Once in the home, pay attention to the language you use. Clients remember this stuff. If you keep the wording clear, you can sometimes sell multiple policies, each for different reasons.