

Special Insider's Report

It's Not Door-to-Door Anymore:

**7 CAN'T-MISS WAYS
TO CLOSE
INSURANCE LEADS**

7 Can't-Miss Ways to Close Insurance Leads

Dear Agent,

You know the sales are out there.

You've been using the internet to generate health insurance leads, and your inbox has been filling up with prospects. But with those extra leads, are you seeing extra profits?

If you're not closing those sales, your dollars are going to waste.

You've already got your sales process: now you need to successfully streamline it to get your share of the fast-growing Internet market.

Here are the 7 essential strategies you need for quickly transforming those online leads into real-life profits.



7 Can't-Miss Ways to Close Insurance Leads

1. Make sure leads know who you are FIRST

Today's consumers are using the internet to check multiple sites and do their own comparison shopping. What does this mean for you? It means your competition has just as much access to prospects as you do.

Be the first one to make contact. You may not be the only agency out there, but you can be the first one to call. It's vital you watch your inbox like a hawk and are prepared to call leads immediately.

TIP: Enroll in an online marketing program that delivers leads instantly after the quote is requested. This sets the stage for an on-line, over the phone sale. No appointment necessary.

2. The perfect "pitch"

Put yourself in the prospect's shoes. After making initial contact, building trust is crucial. Here's a sample pitch:

"Hi, this is (your name) with (your company or domain name). How are you today? I'm calling to follow up on your recent online request for a health insurance quote. Health insurance can be a little complicated, so I'd like to make sure you understand all your options. If you'd like, I can guide you through the process today, or just answer any questions you have."

TIP: If you're utilizing an autoresponder program (see #7), you can add punch to your pitch by saying: "Let me help you understand the proposal I sent you."

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3. Add value to your communications

Your prospects may not have time to talk on your first call, or you might get voicemail. Be sure to leave a clear voicemail and send an email with your contact information.

You should include your value proposition with each communication. Take every opportunity to tell your prospects specifically how you stand apart from other agencies.

TIP: Give prospects an incentive: tell them you're letting them in on an exclusive deal or savings, and they might feel like they'll be missing out by not buying from you.

4. Customize your pitch for all prospect types

Sometimes your inbox will be stuffed with Internet prospects, all in a different stage of buying. Some are price shopping and "kicking the tires." Some are urgent buyers, looking for a few quick answers before getting down to the application.

Take time to understand each prospect and their buying timeframe so you can prioritize your follow up.

If you have a website, direct your newsletter clicks to it and use your database to re-generate leads. If someone buys a health policy, send updates about other products you can cross-sell and give incentives for them to refer friends and relatives to you. Save time and energy by creating templates of emails for repeating situations.

TIP: Tire kickers can turn into buyers: send out periodic email newsletters to keep your brand in mind.

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5. Use Technology to Speed Up Sales

After you've begun gathering your prospect's info, email those rates and plans immediately.

Try online services that allow you to instantly generate a proposal for all the carriers you represent. You should be able to link into provider networks to check doctor availability and access all carrier brochures and applications.

Save time with programs that let your clients apply on-line or download and print carrier applications with your agent information pre-populated on the PDF.

Creating professional, information-loaded proposals quickly sets you apart from your competition and gives your clients a positive buying experience. You'll be making profits and saving valuable time.

TIP: If your carriers have an electronic application, ensure your sale by staying on the phone with the client until they have completed the process.

6. Get Wired

Being on the internet means your agency will not open and close at certain hours. If you are an independent agent and a frequent traveler, consider investing in a portable device to check your email (Blackberry, Palm, etc). You'll be able to access emails and contact your leads from anywhere your travels take you.

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7. Use Autoresponders

One of the most exciting and profitable lead technologies available are email autoresponders. You can eliminate manual quoting by letting the autoresponder program quote leads instantly from inside emails. Prospects fill out a form on your website and are automatically sent a quote. Some autoresponder programs can even follow up with prospects for you by automatically sending customized responses over time.

Autoresponders save you time and keep you in on-going touch with your leads.

There's Always Room for Improvement

As you call, sell and close your Internet health insurance leads, always critique yourself. Evaluate which techniques worked and which didn't and continually adjust your approach until you've got a winning process that delivers you top sales numbers.

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Special Offer:

5 Free Leads

when you buy 50!

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YES! I want to increase sales and learn more about the ProspectZone lead program. Please contact me to explain the various affordable lead program works, how the return policy works, and how I can get my 5 free leads. I understand there is no risk or obligation.

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- Auto Insurance Leads
- HomeOwners InsuranceLeads