

Best Practices for Calling and Emailing Leads

When calling your leads, focusing on these key points:

- 1) Get to your value proposition quickly
- 2) Establish common ground
- 3) Let the consumer know that this will be a painless process
- 4) Tell the consumer that you are a specialist in your field- Consumers love to be educated on the products
- 5) Tell them what services you will be providing
- 6) ASK FOR THEIR BUSINESS!

Calling Script

When building your script take into consideration that these are generic leads. They are not branded to your Company so interact with the consumer as if it's a generic request.

Sample Script:

Hello, I'm calling for John it's relating to the insurance quote request he made online. John, this is Jane from ABC Company. We represent dozens of the largest carriers in the USA. Were able to quickly determine an insurance needs analysis and formulate a quote comparison in minutes. John, I've been helping people secure the best priced insurance for X years now. I want your business and I'm going to take care of you. I want to make sure you refer me to your friends and family. I will make this as quick and efficient as possible. I know your time is valuable but in order to quote the most accurate rates and get a true apples-to-apples comparison I'll need to ask a few questions.

Contacting leads by email

With the growth of mobile devices, email is a great way to contact your leads. Email can be used in 2 ways.

- 1) An Introductory email to provide the lead with information on your company and the services you provide.

Sample: Dear John Doe,

I received your inquiry for an insurance quote comparison you placed online. My company (information about your company) is able to shop around for you and get the best price for your insurance needs. No need to look elsewhere as we (insert value proposition). I look forward to working with you. I will be following up with a phone call soon. My contact information is listed below.

2) A follow up to a phone call, where you did not get in touch with the lead

Sample: Dear John Doe,

I received your inquiry for an insurance quote comparison you placed online. My company (information about your company such as we're able to shop around for you to get the best price). No need to look elsewhere as we (insert value proposition). I tried calling but I must have missed you. I'll try back but please let me know if there is a better time or number to reach you.