



# **Aged Insurance Leads - Sales Action Plan**

## **Foundation Sales Plan**

Essential elements to prepare you and/or your sales team to have the most success with your investment in Aged Insurance Leads.

1. Dialer/lead management/CRM sales software
2. Consistent sales process and scripts
3. Ongoing sales and insurance product training

## **Immediate Sales Action Plan**

Once you have purchased Aged Insurance Leads, these are some important sales processes that will help you turn more of those Web leads into closed insurance deals.

1. Invest in 500 aged leads 31-90 days per week per agent (buy 1000 biweekly)
2. Power dial each and every lead to get your name in their head
3. Spend 3 hours per day dialing with 3 line power dialer 5 days/week
4. Add positive contacts (prospects) from dialer and email into your sales software
5. Add positive contacts (prospects) from dialer and email into an email drip system
6. These prospects now constitute your long-term sales database

## **Long-term Lead Nurturing Action Plan**

Once you have begun to accumulate a significant number of leads in your sales/lead management and email campaign software you should begin nurturing those for long-term and repeat revenue opportunities.

1. Use web/blog educational content to build brand and and client loyalty
2. Use email marketing to stay top of mind and create repeat opportunities