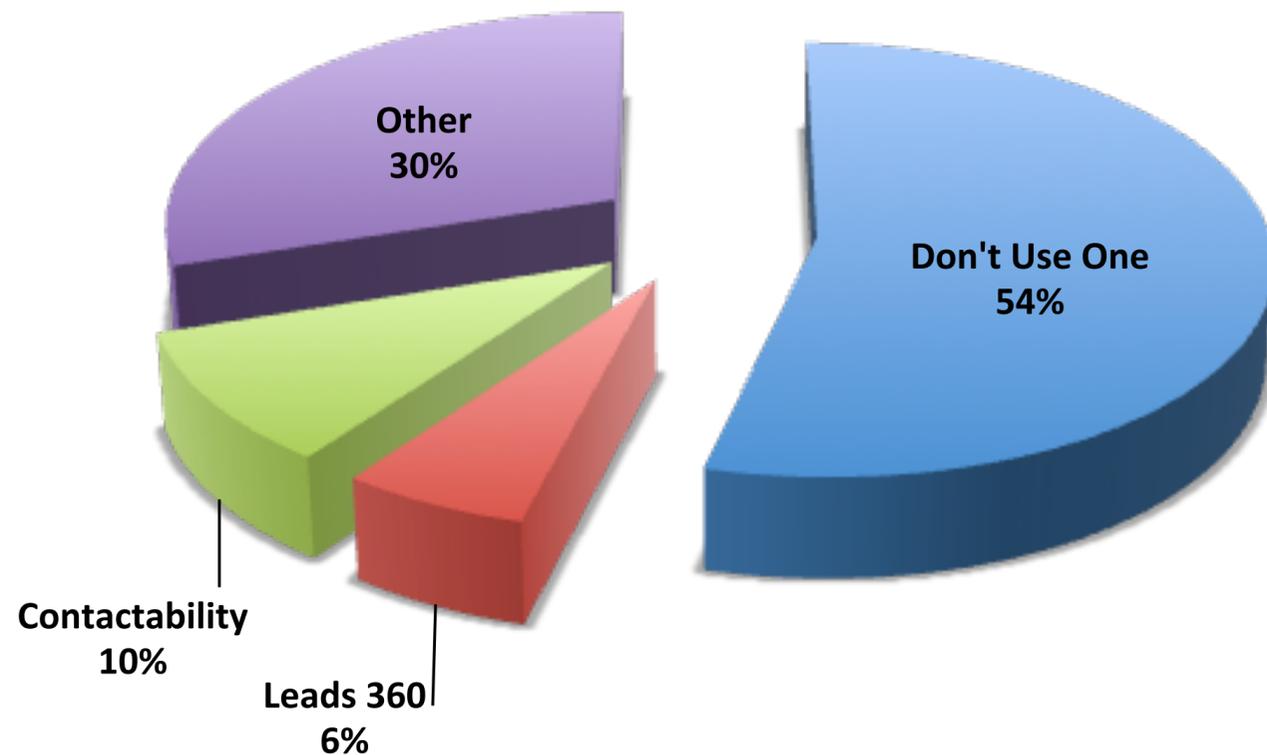




INSURANCE LEAD MANAGEMENT SURVEY EBOOK

Question 1: Do You Use a Lead Management System, and if so, which one?

Most Popular Lead Management Tool



The first question we asked Agents who participated in our Insurance Lead Management Survey was, naturally, concerned with the systems themselves.

As you can see from the pie chart at left, **54%**--a solid majority--of Agents taking our Survey **don't use a system at all.**

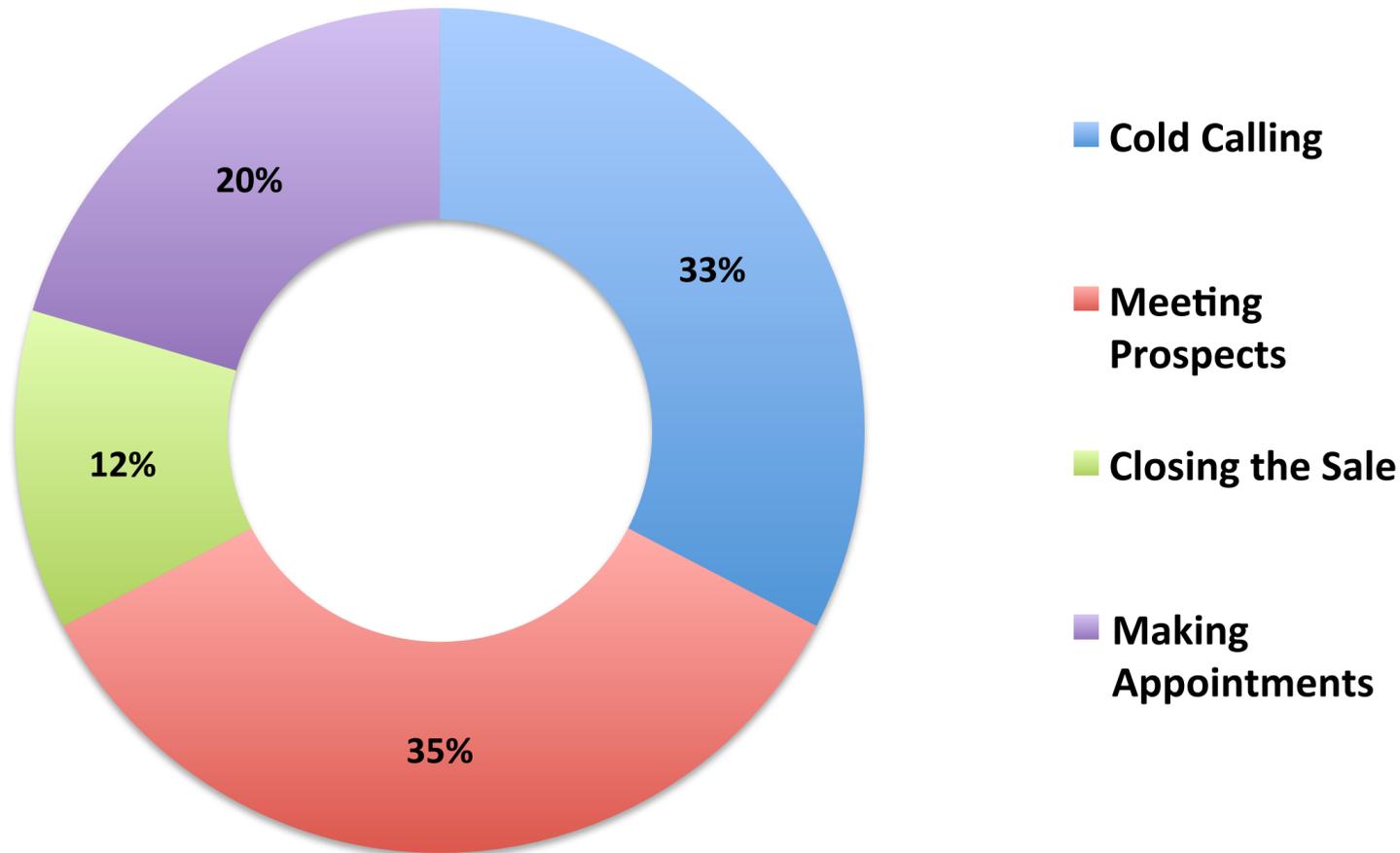
Among those who *do* use a system of some kind, **Contactability led named brands**, followed by Leads 360.

30% of responders said they **used some other system** to sort and manage their leads.

Lead Management Systems, such as Contactability, are growing in popularity, and an increasing number of agents are relying on them to help streamline their workload.

Question 2: As an Agent, what you spend the most time doing?

Agents Say They Spend the Most Time...



For our next question, we asked responding Insurance Agents where they spent most of their time.

35% of Agents said they spend most of their time actually **meeting with prospects.**

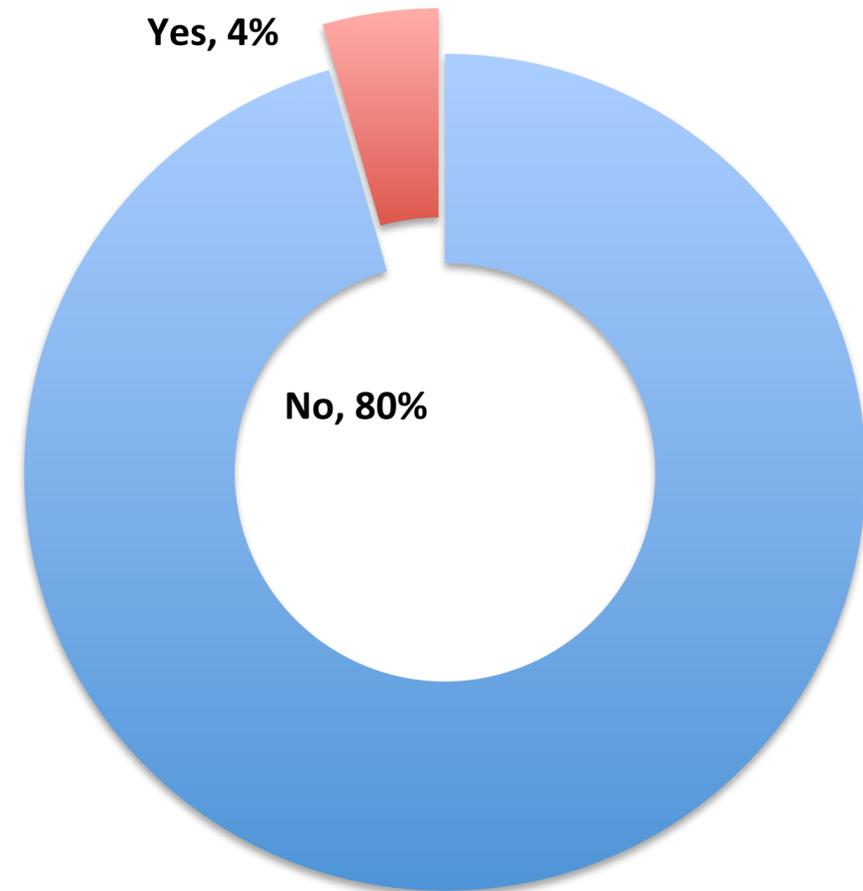
33% said they spend most of their workday **cold-calling leads.**

20% said they spend the most time **making appointments.**

Just **12%** said they spend the most time actually **closing the sale.**

Question 3: Do You Use an Auto-Dialer?

Do You Use an Auto-Dialer?



We wanted to know how prevalent the use of Auto Dialers had become in Insurance Sales. And we were interested to discover: not very!

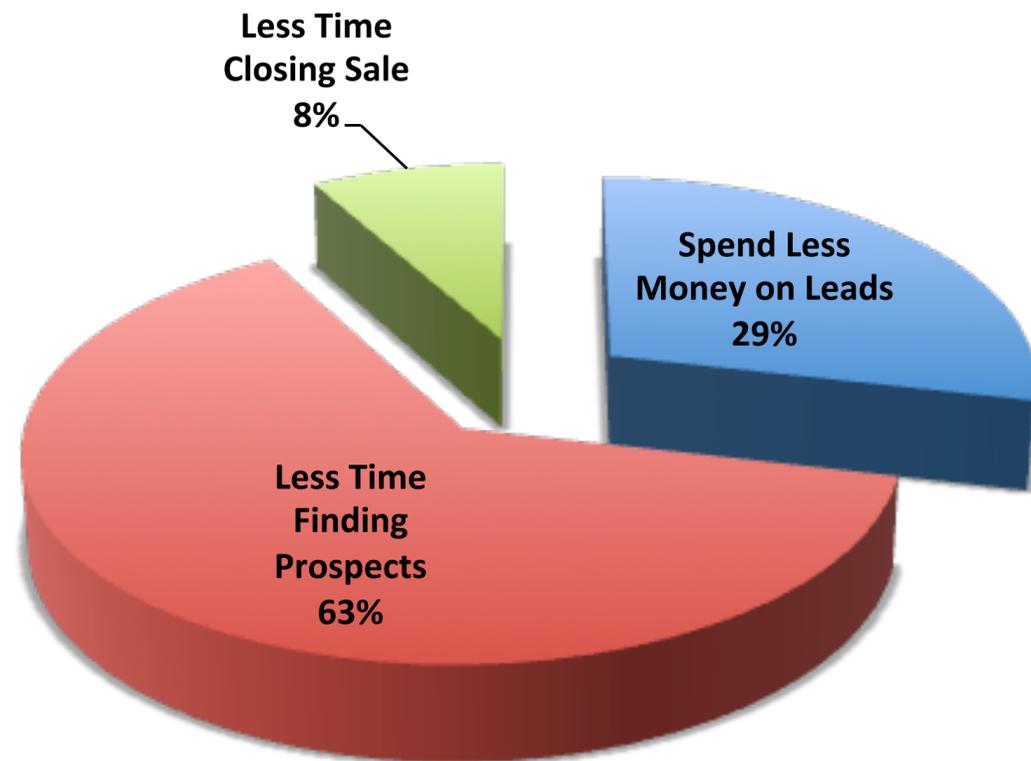
As you can see, just **4%** responded that, yes, they **use an Auto Dialer**.

An overwhelming **80%** said they **don't** use an Auto Dialer to contact sales leads.

For those Agents who are wading through large list sizes, Auto Dialers can dramatically cut down on the time spent waiting on the phone, and can make a real difference in efficiency.

Question 4: If you could improve just ONE part of the sales process, what would it be?

What Part of the Sales Process Would You Improve?



For our final question, we asked Insurance Agents just like you what their #1 target for improvement would be within their own sales process.

We got some interesting results.

An amazing **63%** said they **wanted to spend less time finding the ideal prospects!**

29% of those who responded to the question said they **wanted to spend less money obtaining sales leads.**

8% of Agents said they **would like to spend less time closing the deal.**

Takeaways & Conclusion

Here's how to make this survey really work for you...

My whole business is helping you with yours. I don't succeed if Agents like you aren't successful!

That's why I conduct these kinds of surveys--I like to show people in Insurance Sales what's going on in the industry and how to close more leads, faster.

As you saw in these survey results, among Agents:

88% spend the most time cold-calling, scheduling appointments, and meeting with prospects.

92% said, if they'd like to either spend less time finding prospects or less money buying leads.

Aged Leads help on *both* fronts: they're a **lower cost alternative to traditional leads and you can filter and **target leads** down to the ideal prospect profile.**

If you want a better class of proven leads--and for less money--you've got to check out my site, www.AgedLeadStore.com. I hope this survey has been helpful!

To Your Success,

Troy Wilson