

Working Aged Insurance Leads for Sales Success

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Agenda

- Aged Leads: Leveraging the realities of sales
- Getting more qualified prospects, faster
- Consistent lead volume motivates
- Opportunity: Market undervalues aged leads
- Get more sales from aged leads
- Aged Lead Action Plan = BIG ROI!

THE REALITY OF WEB LEADS

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Real time leads aren't sales ready

Majority of insurance leads generated on the Web aren't ready to buy. They are...

- Anticipating the loss of a job or coverage
- Considering a purchase (home, auto, etc.)
- Comparing coverage
- Comparing rates
- Frustrated with current carrier
- Considering additional coverage

But, they're not buying...yet.

The reality of the sales cycle

95% of the lead buying insurance sales market is putting their sales effort and money into the a 2-5% opportunity of making a sale on a real-time Web lead.

In the plain language of a gambler...

That's a sucker's bet!

Here's the math

- Fewer than 25% of real-time Web leads are sales ready – even ready to buy a product
- Only 2-5% of Internet leads close on the first contact – sales call
- **Secret:** However, up to 50% of these Web leads will eventually close.

That means 45-48% of sales are in aged leads.

Why pay full price for real-time Web leads?

THE OPPORTUNITY

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The opportunity

Web leads don't get followed up on—making aged leads a hidden gem.

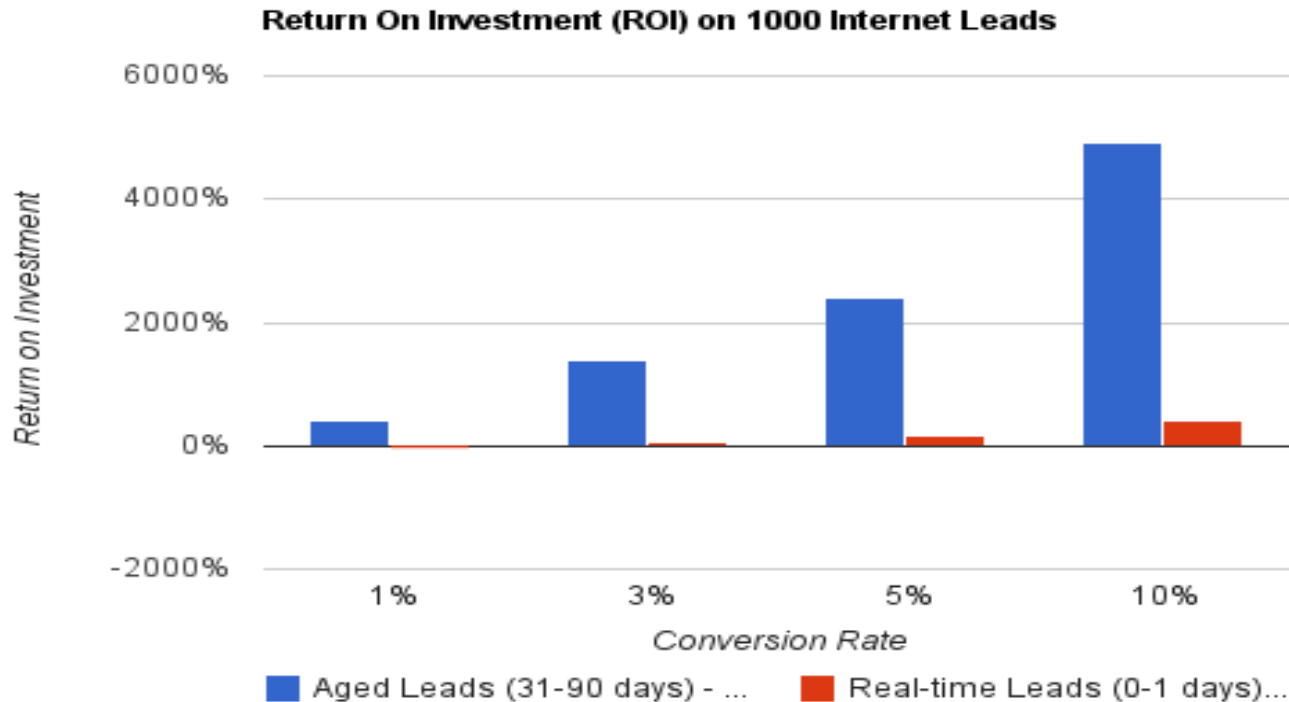
- 50% of Web leads never get a second call
- Research shows that the average sale (close) happens between the 5th-7th contact with a prospect—that's an aged lead

The opportunity

More stats...

- 48% of sales people never make more than one phone call – some never even call once
- 25% make a 2nd contact and stop
- 12% make a 3rd contact and stop
- Only 10% make more than 3 contacts

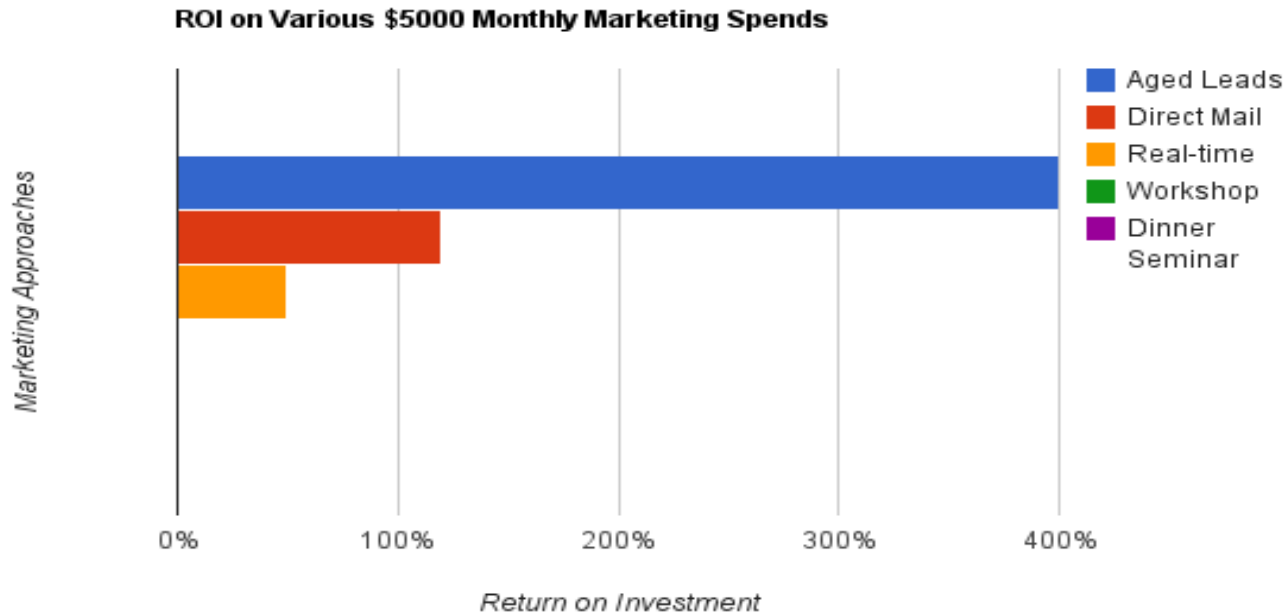
ROI: Aged v. Real-time Leads



Assumptions:

- Aged leads (31-90 days) - \$1 v. Real-time leads (0-1 days) - \$10
- Commission/sale = \$500
- No lead nurturing

ROI: Aged leads v. traditional marketing



Key aged lead benefits:

- Cheaper marketing start-up cost
- Viable prospects, delivered in moments
- Less investment/risk to use aged leads with a young or inexperienced sales process/team—ROI goes up faster as the sales process gets more refined

GET MORE QUALIFIED LEADS

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More qualified prospects = More sales

- Many of the bad leads have been filtered out
- More advanced filtering available
- Closer to the buying end of the sales cycle

Simply more leads = more sales

- Much cheaper than real time leads
- Leverage the market's bad sales discipline (i.e., no follow-up)
- Only affordable way to load a dialer or other high volume sales technology
- Consistent, massive, affordable volume so you can win the numbers game

GET MORE SALES: AGED LEADS + LEAD NURTURING

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What are aged leads?

- Web leads that weren't fully placed
- Think of them as overstock inventory
- These are prospects that have
 - *visited a marketing website,*
 - shown *interest in insurance products* and
 - *provided personal information to be contacted* about reviewing their insurance needs

What is lead nurturing?

Lead nurturing is building relationships with qualified prospects whether or not they are sales ready

- Less than 5% of leads are sales ready when they fill out the Web form
- However, 50% or more will buy in the coming weeks or months

A good lead nurturing program gives you a shot at the at 50%...much better odds/ROI

Lead nurturing process



A better sales process

Consistent Sales Process

- Develop a consistent, repeatable sales process
- Create an effective set of sales scripts
- Measure the results
- Continually refine and optimize the sales process

Sales Technology

- Automate as much of the sales process as possible
- Use effective sales technology: dialer, lead management, email drip
- Online application processing

Sales Training

- Hire professionals
- Offer ongoing sales training
- Teach how to listen, educate, and build trust
- Learn products and typical customer needs

CONSISTENT LEAD VOLUME MOTIVATES SALES TEAMS

We all love leads!

Nothing is more comforting to a sales guy or gal than a sales pipeline full of leads. Unfortunately, unless you're a huge company getting a full lead pipeline can be VERY expensive.

Again, ***Aged Leads are the answer.***

- Thousand of leads, instead of hundreds
- Hundreds of dollars, instead of thousands

Aged Leads are a sustainable marketing strategy providing consistent, reliable lead volume to your sales team.

AGED LEAD SALES ACTION PLAN

How to get more sales...

- How many calls do you make?
 - It may take 5-7 calls
- How many emails do you send per lead?
 - Send 2-4 emails and conversion increases 3x
- Why does it take so much work?
 - In the last 5 years, the sales cycle has lengthened by 22%. However, trusted advisors are 70% more likely to get them sale.

** According to Forrester Research Reports, companies with an effective lead nurturing process have closing rates 300%*

Strategies that work

- **Dialer** – get your leads called, fast
- **Lead management software** – ensure every leads gets a follow-up
- **Email marketing** – drip on your lead database for long-term ROI
- **Direct mail** – don't underestimate the power of a creative mailer to your leads
- **Lead nurturing** – build a program that includes all of the above – touch every lead multiple times

Let's show you the money!

Estimated lead volume and prospecting budget for aged vs real time leads

	Aged Leads 31-85 Days	Real Time Shared Leads
Desired Income	\$70,000	\$70,000
Ave Commission/Sale Annualized	\$200	\$200
Conversion Rate	1%	4%
Lead Cost	\$1.00	\$7.00
Customer Acquisition Cost	\$100.00	\$175.00
Net Revenue Per Customer	\$100.00	\$25.00
Annual Sales Needed	700	2800
Weekly Sales Needed	13.5	53.8
# of Leads Require Weekly	1350	1345
Weekly Lead Budget	\$1,350.00	\$9,415.00
Annual Revenue	\$140,000	\$560,000
Annual Lead Cost	\$70,200	\$489,580

Make same income with a much smaller prospecting budget

Lower your customer acquisition costs

No such thing as a bad lead. Only a bad price.

Chart does not account for sales person's time. By using a predictive dialer you can call

aged leads 4 times faster than an agent can manually dial real time leads

and likely more than compensate for any perceived advantage real time leads may have had.

AGEDLEADSTORE.COM CAN HELP

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24/7 Lead Marketplace

- Instant 24/7 access to thousands of quality insurance prospects
- Get started immediately
 - **1 minute account creation:** free, no obligation, no credit card required marketplace account
 - **Unlimited search** for health, life or auto insurance leads, by: zip code, area code, city, county, state, age, risk type, lead age (1-500 days)
 - **Purchase only the leads you want** - meet your filters and only when you need them
 - **Instantly retrieve your leads** the moment you order

Questions

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