SENIOR LIFE LEADS
& LEADS THE WAY

Please Watch – How to Get Started – Ep. 3 – Leads the Way

Please Watch – Leads the Way Live Transfers

Lead Cost

Lead cost varies by state but below is an approximate schedule of Fresh, Exclusive, Never Distributed Lead Costs.

Direct Mail - **$27** (All States Except TX), **$34** (TX), **$37** (Spanish)

Facebook Leads

Fresh Exclusive leads, pinpoint an area within a 25 mile radius, available approximately 1-3 business days after order at a cost of $19 each. Available in Spanish, Portuguese and English

Lead Cost

These are great for Door knocking to supplement fresh leads and for Tele-sales Agents

Reworks - Direct Mail - $4

Lead Cost

Fresh, Exclusive, Never Distributed Lead costs and type

of leads available.

Leads The Way - **$34** (English), **$40** (Spanish)

Lead Financing

Senior Life will finance your leads

Any leads ordered between Wednesday and the following Tuesday will be charged to your account on the following Monday and paid back via your advances

Ordering Leads

Email **EasternSeniorLeads@gmail.com**

For FB Leads, include quantity and town to use as center point

For Direct Mail Leads, Use inventory list, copy and paste leads into

email to select, DM are distributed on First Come First Serve basis

For Assistance Call

Kim Collard – 401- 426 -1542

Lead Type - Referral

The cheapest and often easiest to close leads are referrals. A referral is when a potential client, friend or family refer you to someone they know who may need coverage. There are three times in our sales process when it is appropriate to ask for referrals.

Lead Type - Referral

1. When setting an appointment by telephone or if you door knock and are at their door, it is very easy, even if client says "No" they are not interested, to state the following, "I am happy that you are covered and are not in need of any of our coverage options, however I have found in the past that people such as yourself have friends or family who are interested in such coverage. Is there anyone you think I should reach out to? I just need their name and phone number and I will be happy to contact them.

Lead Type - Referral

2. After making a sale, this becomes one of the easiest time to ask for referrals. Senior life provides a page that you can fill out with your client to provide three referrals

Lead Type - Referral

3. The other time appropriate for ask a referral is approximately 1 week after your client receives their policy in the mail from Senior Life. A courtesy call to confirm they received and are happy with the policy can simply be followed up with a simple statement such as, "Now that you have coverage and your family is protected, do you know any else that could use the same type of protection? All I need is their name and phone number and I can reach out to them to let them know you are thinking of them."

Lead Perception vs. Reality

Perception:

Older Leads Have No Value

Reality:

All Leads yield the same results if you are able to get in front of a client, the variable is as leads age you need more of them to achieve the same number of appointments. If door knocked properly, the difference between newer leads and older leads is diminished.

Leads In Your Area

Senior Life will make an attempt to always provide direct mail leads within a 60-75 Mile radius of your home or closer, however demographics affect the availability of leads and we will only mail prospective clients every 90 days, or 4 times a year. Seniority is not given per-say, but producing agents will always be given the ability to protect the territory closest to them. New agents will sometimes need to expand their area until such time as mail becomes available closer to them.

Personal Mix of Leads

Every agent develops a personal preference for the type of lead they perceive to be best.

It is imperative that all agents use a mix of all lead types and maintain consistent lead flow. A truck driver would never be able to make a living if he did not invest in the gasoline to drive his truck. A Final Expense Sales Agent will never achieve financial success without a consistent lead flow. Working your personal network can supplement leads and reduce lead cost, but will never provide enough income to stop taking leads