MEDICARE LEADS

One of the biggest keys to becoming a successful insurance agent is having new leads to work every week. Without leads, you're unemployed.

So, what is the cash value of a lead?

If a lead is $30 and you buy 25 of them, you've spent $750. Let's say the average annual premium of a policy you sell is $732. If you only sold three (a little better than 10% close rate) of those leads, no matter what commission level you're on, you've made a profit.

So, let's take a look at a proven script our agents (and lots of the agents who purchase our leads) follow to have success:

MEDICARE SCRIPT

CALLING RULES

1.Skip the "how are you" and "saying your last name or company name*

2.Take control, do not pause during the 1st paragraph, only ad lib if they seem like they want you to*

3.Always, always, always **AGREE!** Ignore and don't listen to any objections like:
- I'm not interested, I don't have time, I have no money, I already have coverage, etc
-They do not actually mean any of this, they are just used to saying this to a salesperson

SCRIPT

Hello (*lead's first name*). [wait for confirmation]

Hey, this is (*your name*). I am getting back to you about your request for the new Medicare information. I am the local field underwriter and I'll be out in your area on (*insert day*), should I drop this information off in the morning or in the afternoon? [set within the next 48 hours]
Is (*insert time*) or (*insert time*) better?

And, are you still at _____? (*if not, okay let me update your address. Where is that?*)

Now (*leads first name*), I need some help from you. Describe your house for me, what color is it? Is it a house, trailer, or apartment? Any other special details so I can spot it? Do I need any special directions? Or will I be able to use Google maps?

Hey do me a favor, grab a pen and paper real quick. I am putting you in my calendar now, so please go ahead and write down my name and (*insert appt time*). Thank you.

Well thank you for being so nice and for your time. I will see you __ @ __.

Have a great rest of your day. Goodbye.