

UNDER STANDING YOUR LEADS

You understand your product better than anything. If someone asks you a question about the insurance you're selling, you can probably pull out the answer almost instantaneously. But what about your leads? Understanding your leads is just as important as understanding your product. If you don't have a good handle on your leads, then you're likely losing sales. In this guide from Secure Agent Leads, we're going to show you how to better understand your leads.

Your Demo graphics

When it comes to life insurance, you're primarily going to divide your demographics by age. This is because life insurance is going to have more importance based on the age of the lead. You may think that the **65+** demographic is the only group worth pursuing, but life insurance can be appealing at any stage. Here's some insight on each group's perspective.

Secondary DEMOGRAPHICS



Adults **18-35**

General Information

- Still young and healthy
- Unlikely to be thinking about life insurance

Pain Points

- Not as financially forward-thinking
- Might not be as financially stable

Middle Age **35-50**

This demographic is harder to sell to than the next set of age groups, but they still have pain points that you can hit on to make the sale. At this point in life, they're likely financially sound and comfortable making insurance payments. They're also beginning to consider their future and more importantly, their kids' futures.

Seniors 50–65

General Information

- Are financially stable and likely on their way to retirement
- Have families to consider

Pain Points

- Not as financially forward-thinking
- Might not be as financially stable

This will be one of your primary demographics. These leads are getting up there in age, and they're seriously considering what life insurance plans are best for them. The main pain points you can hit on at this age are that life insurance is cheaper when they're younger and healthier, and it's price locked so they'll have that rate at a more advanced age. Also you want to make sure to highlight the aspects of the insurance that show their family will be taken care of.

Post-Retirement 65+

General Information

- Are financially stable and likely on their way to retirement
- Have families to consider

Pain Points

- Not as financially forward-thinking
- Might not be as financially stable

This will likely be your other primary demographic. This group will be seriously considering life insurance at this point. They want to know what benefits they'll get and that their family will be taken care of. You'll want to hit on the fact that you never know what can happen and that it's better to get life insurance sooner than later, especially at this point in time.

PRIMARY

DEMO
GRAPHICS

ADAPTING SCRIPTS FOR CUSTOMERS

When selling to your leads, you've probably grown very comfortable with a certain script. Maybe that script works for you, and that's great! Stick to it. But don't be afraid to open it up and adapt as necessary. A benefit that would appeal to someone in the post-retirement demographic might not be as important to someone in the middle age demographic. Make sure your scripts reflect what your leads want most and that you answer their questions in a way that makes sense to their wants and needs.

WIDEOS

EOS

Having trouble with those trial closes? Check out this video on Cody Askin's seven favorite trial closes. [CLICK HERE](#)

You **HAVE** to assume you're going to make the sale. Watch Cody Askin's explain why. [CLICK HERE](#)

You can't make the sale if you don't make the appointment! Watch Cody Askin's set appointments all the way from Jamaica. [CLICK HERE](#)