Enhanced Leads

MAKE THE MOST OUT OF EVERY INCOMING PHONE CALL YOU GET. Make sure your excitement LEVEL and CONFIDENCE Level are there everytime you pick up the phone. If your personality is bigger than life, don’t be afraid to have fun and a little outrageous.

We are going to start with TOP WAYS TO GET YOU OFF THE PHONE.

* **Why are you calling?**

Answer – I am reaching out to people in your area. I wanted to let you know that rates on \_\_\_\_\_\_\_\_\_ INSURANCE have actually dropped by a huge margin in your area and we might be able to save you around 30% on what you're paying right now with the same coverage. Is that something you might be interested in?

* **Take me off your list?**

Answer – I will certainly put you on my internal DNC if you will give me a second. WAIT 2 SECONDS then

Mr Smith the whole reason I called you was because I just saved a new client of mine over $1,000 per year. And in your area, our rates right now are super low, and I would love to see what we could end up saving you. It would only take 10 minutes or so, I could even quote you now if you have time?

(if NO) Okay not a problem, would you be available this next week at all for a quick phone call or in office appointment, it will only take 10-15 minutes, possibly \_\_\_\_\_\_\_\_(example: wednesday)

* **You are not my Agent or Broker**

Answer – No BUT I WOULD REALLY LOVE TO BE. LAUGHTER

WAIT 2 SECONDS

Mr. Smith, seriously the whole reason for my call is because I just saved a new client of mine over $1000 a year and I would love to see what I could save you. And in your area, our rates right now are super low, and I would love to see what we could end up saving you. It would only take 10 minutes or so, I could even quote you now if you have time?

(if NO) Okay not a problem, would you be available this next week at all for a quick phone call or in office appointment, it will only take 10-15 minutes, possibly \_\_\_\_\_\_\_\_(example: wednesday)

* **Put me on DNC.**

Answer – Mr. Smith I would be glad to put you on my internal DNC if you can give me just a minute ((((NOW HE/SHE STARTS TO RELAX))

2 SECONDS

THEN;

Mr. Smith I have to tell you, the reason I called was because I just saved a new client of mine over $1,000 per year on their HA. And in your area, our rates right now are super low, and I would love to see what we could end up saving you. It would only take 10 minutes or so, I could even quote you now if you have time?

(if NO) Okay not a problem, would you be available this next week at all for a quick phone call or in office appointment, it will only take 10-15 minutes, possibly \_\_\_\_\_\_\_\_(example: wednesday)

* **I already have insurance**

Agent - okay, I completely understand. We are just wanting to give you updated quotes from \_\_\_\_\_\_\_\_\_\_\_ (Company Name), since right now rates are at A all time low, just to see if we can save you some money. Its completely free and no obligation. What do you think?

* **What is the name of the insurance?**

Agent - Our company is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Agency, what company do you currently have your insurance through?

(IF NO) Then I am very confident we could be saving you quite a bit of money. Would you like to see If we can save you any money?

* **I’m not interested**

Agent - Are you sure you don’t want to compare quotes and find out if you can be saving money Because Im confident we could based off of what we’ve seen our recent clients save. It only take 10- 15 minutes and it could save you thousands in the long run. Would you be available \_\_\_\_\_\_\_ or thursday for a over the phone appointment

* *Customer - No*

Agent - okay, i completely understand , I am not asking you to make any changes right away on this call. What we will do is we will let you know the rates that our agency can offer you. You can look at the rates, make a comparison with your current plan, and if you see a difference you can go ahead. Otherwise you can choose to stay the way you are. Does that sound good?

3. Where did you get my name and number?

We Deal with a Marketing Firm that provided your information to us. ((Again now switch to)) I am so excited that you called in. I just saved a new client $1000.00 a year.

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The absolute biggest help I can give you is to tell to have fun with every phone call you make. It makes it much easier to develop a rapport with people.

**Keys To Success:**

1. Be Confident
2. Relate with stories of existing clients (Stories sell)
3. Dont take no for an answer immediately
4. Ask for the appointment, not for the money..
   1. make the focus only on checking out there options, with no commitment upfront
   2. dont be afraid to ask up to 4 times for the appointment after each rebuttal.
5. FOLLOW UP
   1. make sure to put them in the crm and be sure to follow up, even if they say no! - put it out for 2-4 month from now and follow up.