

Proper Lead Ordering

Having People To See Every Week is
the Key To Success

By: Matt Weinstein

* See The People

- * The key to success in the Final Expense sales industry is to SEE THE PEOPLE. In order for you to earn **income** on a **consistent basis**, you will need to **see people** on a **consistent basis**.
- * Many agents struggle to reach their potential because they spend 90% of their time looking for new prospects and 10% of the time sitting in front of prospects who are interested in the products they are providing.
- * YIG provides an opportunity to reverse those numbers. You can specifically determine how many people you want to see every single week guaranteeing your success. This allows YIG agents to spend practically 100% of their time **SELLING** to prospects interested in Final Expense insurance.

* Consistency - Direct Mail Leads

- * Sometimes new agents make the mistake of not properly ordering leads. It is very common for a new agent to order a 1 time “A” lead order of 20, 25, 30 leads etc.
- * There is a common belief that an agent will place this order, wait 3 weeks till they come, sell some policies and then take some of that money to reinvest in more leads. This is **NOT a recommended practice**. Ultimately, this ends up to be a never ending cycle. You will just keep starting your business over and over and never get ahead.
- * Scenario:
Order leads - wait 3 weeks - leads come in - sell some policies - make some money - order more leads - wait another 3 weeks - sell some policies - make some money - order more leads etc etc..
- * This scenario allows only 2 weeks of selling and approximately 6-7 weeks of waiting. There is **no consistency** in this approach.

* Proper Lead Ordering

- * It doesn't matter if your budget allows for ordering leads every week, every other week or even every third week....
- * The simple act of having an **ON-GOING** and **Consistent** lead order will insure that you will always have people to see. As your income grows, so can your lead order volume.
- * Even if you go on vacation, don't stop your lead order. Once you return from vacation, you will have double the amount of leads to use to catch up from the loss of production from the week before.

* Filling In the Gap

- * Fortunately, YIG offers a variety of leads for agents to use to maximize their time.
- * Example: A new agent can place their direct mail lead order and use the YIG Pre Recorded Leads and/or the B leads (where available) to help provide access to leads right away. You can also use these leads to help supplement your lead flow. Some of the most successful agents at YIG will use all three leads simultaneously.
- * Pre Recorded leads will typically take 3-5 business days to start rolling in.
- * B leads are typically received in 3-5 business days.
- * To learn more about available YIG lead choices, review the [Lead Menu](#) located under the LEAD tab.

*Direct Mail Leads

- * **Direct Mail Leads** are considered to be the **BEST** lead in the industry.
- * It is very powerful to show up to a prospects house with a form that was filled out by the prospect in their **OWN HANDWRITING**.
- * These leads can easily be approached by **Scheduling an Appointment** or by **Door Knocking** (See training).
- * These leads **DO NOT** have a shelf life. That means that it doesn't matter how long ago the lead was filled out....it is still workable. Agents consistently make thousands of dollars working “B” Leads which are simply aged Direct Mail leads.

* Invest In Your Business

* Bottom line...

You can have a great commission level, access to the best products in the industry and access to the best sales tools and sales system in the industry but if you don't have people to see on a regular basis that have a need for these specific products, it's all for nothing.

* If the largest companies in the nation spend billions of \$\$ on advertising, how could we think that our insurance business could survive without advertising for new customers?

* Income Scenario

- * Invest \$595 per week into YOUR business.
- * This will provide you **20 Guaranteed leads every week!**
- * Out of 20 leads you should present to 10-12 leads minimum
- * Out of 12 presentations you should sell a minimum 50% = 6 sales.
(Not including any husband and wife combo sales or referrals)
- * 6 sales at an average annualized premium of \$650 will generate \$3,900 of annualized premium per week.
- * Lets assume an 85% comp level....**Gross Income would be \$3,315**
- * Based on a 9 month advance, **immediate direct deposit is \$2,486**
- * If we know that investing \$595 will typically generate \$3,315 in income (based on an 85% comp level) not including any referrals, or annuities, **how many times would you invest \$595?**
- * Based on this scenario, if you invested \$595 every week for 50 weeks of the year, you would generate approx. **\$165,750**
- * If you include a 15% fall off plus lead expense you are left with **\$111,137**

THE FORMULA IS SIMPLE

LEADS = PRESENTATIONS = SALES = INCOME