

## GIVEAWAY LEADS *How To Work A Giveaway Lead*



Giveaway leads are one of the most popular types of leads provided by lead agencies or companies. They are leads generated from direct mail response cards that feature something free for those who respond (i.e. Memorial Guide, informational brochure, etc.) Some Agents have a difficult time adjusting their appointment approach to properly

convert this type of lead into an appointment. Why? Let's examine the dynamics of the situation.

1. We have a lead and probably more leads overall because something free was offered.
2. The responder may or may not remember sending in the reply card.
3. The Agent assumes the responder wants and expects something tangible like a book or pamphlet that answers all the responder's insurance questions.

Before we actually address these dynamics, let's predetermine the role and responsibility of the lead, the responder and the Agent.

What is the responsibility of the lead card? Nothing. A lead card is simply a card with the address of a person or persons who have a concern or interest they would like addressed. They don't want a written document that most likely won't answer their questions.

The responder's responsibility is the same as the lead card — nothing. They have gone out of their way to complete and send a response card back with their personal information — but this does not mean they will let the Agent in the door. Remember, even if the responder remembers sending in the card (which often isn't the case), the average person in today's society is more apprehensive about letting strangers into their home.

And that brings us to the responsibility of the Agent. You guessed it, the Agent bears 100% of the responsibility of converting a lead into an appointment. To turn the slightest interest into real interest, the Agent must be interesting, convincing and informative to gain the responder's confidence.

So, how does an Agent gain trust from a perfect stranger?

- Be prepared to control the appointment-setting dialogue.
- Anticipate all the various appointment objections that may surface, and prepare at least three answers for each.
- Be able to deliver your appointment approach in a smooth style within 45 seconds or less.
- Eliminate any reference to "free information." The only way this type of lead will be hard to convert is if you try to use "free information" dialogue. Keep in mind the people who respond have concerns or questions.

Once you learn to work with the above recommendations, you will have a more comfortable approach to convert more leads to appointments. Good luck!



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Don is also the creator of THE APPROACH<sup>sm</sup> lead conversion process designed for agents and managers who want improved effectiveness in converting names to leads or appointments. For information on THE APPROACH and other lead/recruiting products, call toll-free 1-877-SEE-GURU (1-877-733-4878) or visit our web site at [www.theleadguru.com](http://www.theleadguru.com). All e-mail inquiries should go to Director of Marketing and Sales, Michelle Tapp at [mtapp@prodigy.net](mailto:mtapp@prodigy.net).

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