

# FACT OR FALLACY?

## Don Runge Sets the Record Straight



*“After being in this business a while, it has been my observation from surveying and training thousands of salespeople, that there are a lot of false perceptions about what a lead is supposed to do. Below are four examples of lead misconceptions and what Agents can actually expect from lead prospecting.”*

### 1. Fallacy **LEADS ARE GUARANTEED SALES.**

**Fact:**

This is a common belief of many salespeople. A lead is simply a name or lead that has been pre-selected, pre-sorted, pre-heated and pre-conditioned — it cannot guarantee that anyone will commit to granting an appointment, nor that they will definitely buy. You could be trying to mix the prospecting process with the sales process, and they are not the same.

### 2. Fallacy **A LEAD WILL RESULT IN A GOOD APPOINTMENT.**

**Fact:**

To prove the fallacy of this statement, all you would have to do is take a lead that did not generate a sale or appointment for another salesperson. You could work the same lead and not only set up a meeting with the prospect, but sell a policy as well.

### 3. Fallacy **YOU NEED MORE THAN A NAME, ADDRESS AND TELEPHONE NUMBER IN ORDER TO HAVE A GOOD LEAD.**

**Fact:**

Actually, the more information a salesperson has about a lead, the more they try to pre-qualify the prospect before they see them which can begin to decrease activity. Therefore, the prevailing attitude should be, the more people I contact and actually go see, the more sales I generate.

### 4. Fallacy **IT IS BETTER TO FACT FIND OVER THE TELEPHONE PRIOR TO THE APPOINTMENT.**

**Fact:**

There's really no reason to call leads except to set up an appointment. After all, they have already indicated interest, why give them a second chance to change their mind? Besides, in today's environment, the public is more skeptical of giving information to any stranger, especially over the telephone. Plus, people are better at picking up on conversations with strangers and telling them what they want to hear to get rid of them. By meeting with prospects face-to-face, an Agent can better establish credibility and get the needed information about health, personal income, etc.

*“When it comes to using leads successfully, all you need is the right attitude and the right approach. Don't be intimidated by this kind of prospecting. Leads are a great tool. You just have to know and be confident on how to use them.”*