

The Rolling 15

Keeping a Full
Complement of
15 Appointments
is Another
Key to Success

What is it?
How does it work?
Why is it important?

The Rolling 15 is an organized process which allows Agents the opportunity to control their daily or weekly appointment setting effectiveness. Obviously, once this process is implemented correctly and followed, it will be possible to average 15-plus preset appointments each week.

How does this process work? In order for the Rolling 15 to work, you must set aside time to preset 15 appointments for a specific week. By saying "preset appointments," I am referring to new prospects who know you are coming over to talk about insurance or some related topic. Setting phone appointments with the Turning 65 lists, late responder lists and other senior lists is the most effective use of your lead sources. You should allow at least two hours between each of these appointments to allow time to go out and replace appointments for your open time segments.

For example, if you have a 9 a.m. appointment, you should arrive in the area no later than 8 a.m. and "drop by" your invitation leads such as direct mail, TV and Paul Harvey leads.

What's the objective here? The objective of this exercise is to always have 15 new preset appointments at all times and to replace each appointment with another immediately. Replacement lead sources include Late Responders, Past Responders and unlisted phone numbers. So at the end of each week, you always have 15 preset appointments to look forward to! If you apply this technique to its fullest potential, you will find that you will actually average 20 appointments in any given week. You will have the 15 preset appointments, plus, when you "drop by" your invitation leads, you may need to schedule an appointment for a later time; i.e. when both the husband and wife are home.

Why is it important to have 15 preset appointments? The reason this is an important activity goal each week is due to the 30 or 35 percent that cancel, don't show or need to be rescheduled. You never count a cancelled, no-show or rescheduled appointment more than once as a pre-scheduled appointment. The term, "Rolling 15" means you always have 15 people who you preset, but only once. This system helps you to recognize that a constant flow of new appointments each week is necessary for success.

And remember:

A-P-P

Activity Produces Production



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Don is also the creator of THE APPROACHSM 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. All e-mail inquiries should go to Director of Marketing and Sales, Michelle Tapp at mtapp@prodigy.net.

And don't forget to ask about DMR & Associates' new Continuing Education courses now available!