

Back to Basics: How To Work a Lead

DON RUNGE, CLU DMR & ASSOCIATES

I'm certain this is a subject, which has been and will continue to receive a lot of discussion among Agents. Well, being the LEAD GURU, I get asked to address this question quite often during my lead training workshops and seminars. Now, this question comes from experienced Agents more often than brand new ones, which leads me to believe that it is more of a universal question (issue) than originally suspected. Here are a few simple tips for you to consider. This is not the medium to address this question in detail like I do in THE APPROACH lead training audios and videos. However, I'll try to touch on some highlights:

1. **Get your leads!** It is important to utilize some type or combination of lead program. The theory of building your insurance career via "referred leads" sounds American, and it is viable for the majority of insurance Agents when worked in conjunction with other lead programs. Strive to ask for and work referred leads; however it shouldn't be your only source.
2. **Select your leads.** There are a lot of different types of leads: i.e. direct mail, pre-approach, radio, TV, Internet, Turning 65 and telemarketing to name a few. Each of these leads is designed to disturb someone to respond to an offer. The degree of success in using a particular type of lead effectively varies by the ability and confidence an individual has working that lead. So try to pick one or two types of leads that seem interesting to you.
3. **Study the leads.** Once you choose the lead you want to work, spend a little time analyzing the offer being made, identifying the buzz words in the language. See if you can identify some obvious objections that may arise due to what the lead copy says.
4. **Route your leads.** Decide whether you are going to use referral leads to arrange a pre-set appointment or use it as part of your drop-by direct response leads that you route around the telephone leads you have pre-set.
5. **Approach your leads.** Contact your direct response leads in person. You can attempt to set an appointment by telephone with Turning 65 lists, referrals and old leads around the direct response leads in the same area.
6. **Control your leads.** Accept the responsibility for initiating a conversation with your lead (prospect) and selling the importance of meeting.
7. **Sell the appointment.** Leads are basically "creative reasons" to motivate a salesperson to initiate a controlled conversation with a stranger.

These seven steps to working a lead are pretty basic, but they work. This should be enough to get you started or for some of you, get you back on track. But don't stop here. THE APPROACH can help you fine-tune your lead-prospecting approach to increase your lead to appointment ratio by 30-50 percent in eight simple steps. To order call 1-877-See-Guru or visit our website at www.theleadguru.com.

Don Runge, CLU, is president of DMR & Associates lead consulting and recruiting firm in Plano, Texas. He has accumulated 25 years experience as an agent, sales manager and marketing executive. To date, Don has trained over 50,000 insurance agents and managers nationwide and has conducted thousands of seminars and workshops on lead and recruiting training. He is internationally recognized as a motivator, educator and trainer throughout the insurance industry, and is known by his colleges as "The Lead Guru."