



Brokers Alliance Final Expense

Sales Training Guide



Making The Most Of A Great Situation

**How to run leads and
appointments effectively**

Running Leads

Lead: A response to a marketing piece by one of three types of people

- Interested - They want what you are selling
- Curious - They have SOME interest in what you are selling and can be persuaded
- Ignorant - They send everything in, and buy NOTHING

Run the Numbers

- 40 leads = 30 actual contacts = 18-20 appointments = 13-15 sit-downs (5-7 stand-ups) = 6-9 sales (varies by agent's closing ability)
- 6-9 sales if the average advanced commission is \$690.00 = \$4,140.00 - \$6,210.00
- \$4,140 - \$6,210 Less lead cost of \$1,600 = \$2,540 - \$4,610 Income

Think of your leads as scratch off lottery tickets. If you are holding 40 of them and know that the odds say there are 6-9 winners (sales), you probably should scratch them all and scratch the entire surface to be sure you are not throwing money away. Here are some helpful hints to ensure you are "scratching the whole surface".

Understanding Your Leads

- Look at the printed name
- Look at the written name
- Look at handwriting and see if it looks like the husband's or wife's
- See how the names are written. If his name is Charles, but he wrote "Charlie" on the card, call him Charlie

Helpful Suggestions

- No “one - leggers” - Be sure all parties are there
- Try to call your leads at different times of the day (they may still work)
- How to find phone numbers for leads without - www.whitepages.com
- **DO NOT GET FRUSTRATED** - Remember you are only looking for 6-9 people to say yes. It is all a numbers game!! You have to get through the 31-34 people saying no to know you have “Scratched Your Leads” fully and made all the sales you could have.