THE AGED LEAD AGENT STARTUP KIT:

The Tools and System You Need
for Insurance Sales Success

AGED LEAD STORE

Your dentist would never use a jackhammer to fix a cavity — and if he does, you should probably find a new dentist! — he uses a small drill, because that's the right tool for the job.

Using the right tool for the job matters — for dentists — and for insurance agents like you. Success in the insurance business boils down to having the right tools and using them to correctly and efficiently work leads.

The right tools can help agents like you increase your productivity by 400% and boost your closing rate by as much as 300%. But without the right tools, it will be difficult — if not impossible — to become a top seller or beat your yearly growth targets.

The good news is that there's a fantastic selection of tools out there to help you contact more leads, close more sales, and grow your insurance business over the long term.

However, to achieve success with these tools, you also need a reliable system. Aged leads are a tool in their own right, but paired with other tools, an aged leads system can help you maximize your profits even more.

That's why I created **The Aged Lead Agent Startup Kit.** You'll learn about the tools you need to have in your toolbox to succeed. Plus, I'll show you how to use your tools to work aged leads.

1. IN YOUR TOOLBOX:
AUTO DIALER SOFTWARE

So many leads, so little time! Auto dialers can help make fast work of a large volume of leads. And the more leads you contact, the better your closing rate is going to be. You wouldn't use tweezers to clean the carpet — that's what the vacuum cleaner is for. So why wouldn't you use a dialer for leads? It's the perfect tool.

AUTO DIALER BASICS

Best of all, you don't need to clear out closet space — next to that vacuum cleaner — for your dialer. Dialers are software, so there's no need for special equipment, etc. All you need is a headset, an internet connection, and your computer terminal to get started.

When you are ready to start making calls, a dialer allows you try several phone numbers at once. Instead of spending time on call after call only to discover that the person isn't picking up, a dialer can connect you with the first call that answers. Let's take a closer look.

AUTO DIALERS FOR LIVE AGENT CALLS

Live Agent Calls are just what they sound like. Your auto dialer connects you directly to a real, live lead.
Here's where dialers get a lot more sophisticated than vacuum cleaners. There are three different types of live dialer methods: preview dialing, progressive dialing, and predictive dialing. Let's take a look at each.

Preview Dialing lets agents work through a list, by first previewing the CRM record then clicking to dial or skip to the next number.

Progressive Dialing lets agents review the CRM record for a set amount of time, before the software calls the lead automatically.

Predictive Dialing is even more automated. The software calls through the list until someone answers, skipping over busy signals, hang-ups, and even answering machines. Studies show predictive dialers can improve agent productivity by as much as 400%. The downside here is that you don't get to preview the CRM record before the call is live and there's a chance of missing a call here and there if all your agents are on the line when someone answers.

AUTO DIALER SOFTWARE OPTIONS

Now, I don't have vacuum cleaner recommendations for you, but I do have some dialer software recommendations to help you get started. These aren't one-size-fits-all, so you'll need to pick the option that best suits your needs.

Velocify

Let's say you need preview dialing capabilities, already have a landline, cellphone, or VoIP setup, and would like a lead management CRM tightly coupled with your dialer software. Velocify might be a good option for you.

Velocify integrates with big players like Salesforce, Zillow, DocuSign and more. Special features include call recording, lead capture, email tools, and mass texting. Note: be careful with SMS texting blasts, regulators in some industries and locations aren't fans of such tactics.

CallFire

Let's say you need more of the automation progressive dialing provides, would like to couple VoIP phone service with your dialer services. CallFire might be the option for you.

CallFire includes phone service for outgoing calls and you can even rent numbers and receive inbound calls through the system. CRM integrations include Salesforce, SugarCRM and many others, and additional features include call recording and mass texting.

AUTO DIALER STRATEGY TIPS

At the end of the day, your auto dialer is just a tool. To get the most ROI, it matters how you use it. The basic truth of cold-calling aged leads is that you'll have to dig through a lot of leads to find those golden opportunities. The dialer helps lower your frustration level — and your costs — by efficiently working through those leads.

In terms of strategy, keep these points in mind. Scaling your operation is key to an aged lead strategy, so use dialer technology to reach more leads with a very small team and let your new or inexperienced team members do subsequent rounds through aged leads that were nonresponsive the first time around.

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2. IN YOUR TOOLBOX: CRMS

Are you still taking call notes on stone tablets? Please stop, because client relationship management software (CRMS) is a much better system for running your insurance business. And the better your insurance business runs, the better you'll serve your customers and the faster you can grow your sales!

CRMS BASICS

Whether you're taking call notes on stone tablets, spare napkins, notepads, or even a standard spreadsheet software like Microsoft Excel — you're missing out without a dedicated CRMS setup. With any of the above, you'll have trouble tracking the thousands of leads, clients, sales, partners, and referrals your

business will accumulate over time. Info lookups and prioritizing tasks will be tedious — and big-picture business analysis will become impossible.

Instead, step into the modern era and get yourself an insurance industry-specific CRMS. Like an auto dialer, this software won't take up any extra closet space next to vacuum. In fact, most CRMS setups won't even take up extra space on your hard drive.

CRMS FEATURES OVERVIEW

To get the most out of an insurance business CRMS, you're going to need some standard features. You'll likely use these every day, so it's important they're part of whatever software you pick.

Prospect Qualification will be a major part of your operation. Your CRMS needs the ability to quickly sort leads into either your sales pipeline moving them towards a closed sale or into your cold or warm lead nurturing system.

> "45–48% OF ALL SALES ARE IN AGED LEADS. A GREAT CMRS WILL MAKE IT EASY TO NURTURE THESE LEADS."

Relationship Management is crucial for developing a winning aged-lead strategy, since 45–48% of all sales are in aged leads. A great CRMS will make it easy to nurture these leads over weeks or months and turn more of them into successfully closed sales.

Commission Tracking and Management is important for every agent who wants to get paid — and yes, that includes you. Insurance-specific CRMS systems make this all-important process pain free.

Policy Management capabilities are important for keeping up with insurance clients with annual renewals, such as auto and health, as well as keeping up with the changing policy needs of all your clients.

On-the-Go Access, via cloud-based systems or smartphone apps, helps you be a more responsive — and effective — agent. Make house calls and nurture particularly promising prospects in person and field client questions quickly even when you're out of the office.

Built-In Email Marketing is an ideal way to make sure you make contact and follow up with your prospects by automatically sending pre-built emails for lead nurturing and drip marketing. Remember, it can take 2–4 emails before a prospect takes action.

Easy Integration capabilities are a must with today's technology-based business world. If your CRMS doesn't have built-in auto dialer, email marketing, accounting, payroll capabilities, etc., it should make it easy to integrate with your chosen standalone software.

INSURANCE-SPECIFIC CRMS OPTIONS

When it comes to options, there are of course industry giants like Salesforce, but here I'd like to focus on niche products custom-tailored for insurance agents like you. With an industry-specific CRMS, you'll discover you can easily manage your agency right out of the box. And best of all, no more stone tablets or jumbled notepads.

Radius

Let's say you need an all round CRM and lead management solution made just for insurance agents, but one that's still fairly flexible. Radius could be a good option. This software suits both single agents and small agencies. It's fairly easy to get started working leads, managing client relationships, tracking commissions, conducting email marketing campaigns, and even manage and recruit agents.

Top features include email drip marketing, sales, marketing, and nurturing automation, cloud storage, multi-agent workflows and tools, and a click-to-call auto dialer built right in. Integrations include Google Apps, Talkdesk call center software, and CSG Actuarial, Ninja Quoter, and Compulife quote softwares.

AgencyBloc

Let's say you're looking for a web-based CRMS that caters specifically to your primary insurance niches: life and health insurance. In this case, AgencyBloc might be just the thing. Because it's so specialized, this software tool is particularly good for small life and health insurance agencies.

Top features include a specialized dashboard to track clients, prospects, and your agents' progress, commission processing, including handling carrier statements, and comprehensive business automation tools, including email marketing and task management. It's a cloud-based system that also works on phones and tablets and lets you generate book-of-business reports and analyze business performance.

NexJ Systems

Let's say you're looking for more of an enterprise-level solution. NexJ Systems could be a good option for you. This firm makes top-of-the-line CRMS tools for the finance, healthcare, and insurance industries. You can customize your insurance CRMS setup for niche markets, including life insurance, property and casualty insurance, and commercial insurance.

Top features include sophisticated lead management, a streamlined quote and application workflow, and a smart-tablet sales illustration tool. There's also tools for teams, including a group calendar and team management tool, included policy, claims, and billing models, and a cross-selling and upselling tool. Integrations include Microsoft Exchange synchronization.

CRMS STRATEGY TIPS

A great CRMS is a must — yes — but please understand a tool is only a means to an end. Many people know this but it bears repeating. After all, you could buy yourself a nice vintage Stratocaster, but you may discover it doesn't instantly turn you into Jimi Hendrix! That's why it's important to learn how to use your CRMS, put it to good use, and keep it well maintained.

Firstly, consider taking stock of what you really need to do with your CRMS. Make a list of all the features, options, and integrations you need, then match your needs to the best solution. The more you're able to set off on the right foot, the better.

Next, make sure you fully implement your CRMS. Maybe you're having trouble integrating your new CRMS with your marketing software, or maybe the analytics features are difficult to use. Don't settle for less than your best. Commit to sorting through these issues and get help from tech support if you need it.

"CRMS DATA DEGRADES BY 30% EVERY YEAR! MAKE SURE TO KEEP YOUR RECORDS UP TO DATE."

Lastly, don't forget your CRMS needs some regular maintenance. A report from MarketingSherpa found CRMS data degrades by 30% every year. That means your average two-year-old client record has a 60% chance of being inaccurate. Just like your vacuum may lose suction if you never clean the filter, your CRMS may need some regular spring cleaning.

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3. IN YOUR TOOLBOX: EMAIL MARKETING

Imagine for a minute that agents had to pen each aged lead a handwritten letter and deliver it in person. You sure wouldn't be able to work that many leads. Thank goodness we have tools like email, and thank goodness modern email marketing capabilities let us automate repetitive and habitual tasks — without it, you wouldn't be able to scale your business.

EMAIL MARKETING BASICS

When it comes to email marketing, automation lets agents respond to thousands of leads in order to find hot sales opportunities who are ready to buy. Automation also lets agents nurture their aged leads over time. While only 2-5% of web leads are ready to buy now, 50% will eventually close. Those other 45% of leads? They just need another 5-7 contacts to close.

> "WHILE 2-5% OF WEB LEADS ARE READY TO BUY NOW, 50% WILL EVENTUALLY CLOSE AFTER AN AVERAGE OF 5-7 CONTACTS."

With modern email marketing tools, it's actually quite easy to scale your aged lead insurance operation. Respond almost instantaneously to quote requests with a welcome message, send the right informational packet to the right lead when requested, follow up with leads daily or weekly, nurture a luke-warm prospect through to a sale with a series of planned messages, send monthly or yearly coverage reminders, and more. The challenge is setting these automated systems up — not because they're technically hard, but just because they take some forethought and an upfront time investment.

EMAIL MARKETING FEATURES

Today's cloud-based email marketing tools have a lot of overlap when it comes to features, but each tool has its strengths. Here are some of the most important email marketing features for interacting with your prospects.

Drag & Drop Templates let you design your emails without the need for special technical skills. Important, since an email is more than words — photos and graphics, logos, and call-to-action buttons are key ingredients for engaging messaging.

List Management & Segmentation is the method by which you organize who gets what email and when. While beginner marketers often start out with one list, savvy marketers divide their contacts up into warm or cold leads, leads who

clicked on a call-to-action versus those who didn't, etc. Split-testing or A/B testing also fall under this feature.

Drip Email Campaigns consist of a series of preset messages that deploy when triggered by a customer action. When a customer submits their info, use your drip email system to respond, thank them, assure them that someone will be in touch, and so on.

Real-Time Reporting is a feature available with many tools that analyses the performance of your latest email blast, often in real time. The tool's reporting dashboard typically shows how many recipients opened your message and when, how many clicked on links or calls-to-action, how many messages were undeliverable, etc.

Lead Capture Forms are a great way to gain new email leads. Several popular tools include email capture forms you can deploy on your website or social media. Agents could then pre-arrange for these new subscribers to receive a lead nurturing drip campaign.

Easy Integration across many different computer systems and online tools is essential for a great email marketing tool. Fortunately, many of these software tools have integrations with CRMS systems, website software systems, and database systems.

CHOOSING AN EMAIL MARKETING SOFTWARE

There are many email marketing tool options. As noted, most share the same features, but the difference is in the approach. Nearly all are cloud-based, let you build and organize a list online, download your data to work with your list or campaign results, and send emails of course. Cost tends to come down to volume — how many subscribers you have and how many emails you send them per month. For most services, advanced features are available as part of a higher professional-tier price. Though overall, your email tool may be one of the most affordable, high-ROI tools in your toolbox.

EMAIL MARKETING STRATEGY TIPS

Now remember, while a lot of talk about email marketing tools focuses on the technical, this is only the beginning. The real winners of email marketing are the thinkers and the persuaders. Never forget that email is just a tool for delivering a message — and that the recipient must react to that message for your efforts to matter!

The thinker accomplishes high email marketing ROI by strategizing effectively. Sending a fresh batch of aged leads a whole series of emails is a strong start, because you need to get their attention, zero in on the hot leads, and start building towards a sale. I promise you, it's well worth the time and effort it takes to set up email automation. You'll find you can respond to thousands of leads with autoresponder emails to handle initial inquiries, send information packets, thank yous, followups, and even out-of-office manages.

The thinker is only half the magic though. You'll also need to be an email persuader, just as I know you're a great phone and in-person persuader. The best email tactics are often to be brief — cut to the chase — and be focused — only one value position or call-to-action per message. It can also be very persuasive to make your email verbiage stand out, such as with a Direct Speak strategy. We tend to notice when someone marches to the beat of their own drum, and leads tend to respond better to plain-spokenness and upfront messaging. With the right email strategy — and tools — you're going do well.

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4. IN YOUR TOOLBOX:
CALL SCRIPTS

You probably know that Shakespeare didn't wing it without a script. Hamlet said it best — The play's the thing! Well, for agent's like you, your call script's the thing! Yes, we're adding yet another important tool for your agent toolbox: call scripts.

CALL SCRIPT BASICS

Actors and insurance agents may both get anxious when it's time to recite the lines, but that's where our stories diverge. An actor uses the script to entertain the audience. But for insurance agents, we need our call scripts to accomplish a lot more than entertain a phone lead. At a minimum, a call script needs to:

- Deliver basic information about you and your business.
- Begin to build a relationship with the lead.
- Get the lead talking about their needs.
- Educate the lead about products and services.
- Respond to common objections.
- And qualify the lead for further sales nurturing.

And here's the rub — you have just 15 seconds to make a great first impression and only 30 seconds to get your lead talking. It goes by fast and you may only get one chance. That's why great call scripts are a must for your toolbox.

> "YOU HAVE JUST 15 SECONDS TO MAKE A GREAT FIRST IMPRESSION AND ONLY 30 SECONDS TO GET YOUR LEAD TALKING."

CALL SCRIPTS AND AGED LEADS

When you're dealing with aged leads who may have been ignored for months, a strong sales script really makes a difference, helping you break through the

awkwardness of cold calling and convincing your prospect to take the next step in the sales process.

Aged leads are in a unique position, compared to real-time leads. These leads have typically been overwhelmed by a flurry of sales calls immediately after requesting a quote. But then the calls stop — 95% of agents don't call after the first week. Aged leads typically need more lead nurturing and ultimately, a well-matched solution.

"YOUR AGED LEAD OPPORTUNITY: 95% OF AGENTS DON'T CALL AFTER THE FIRST WEEK."

An aged lead script should make customers comfortable, give them a good feeling about the product or service, and it should drive them to desire it. With the right script elements in place, you'll close more leads than you ever thought possible.

THE PARTS OF A GREAT CALL SCRIPT

Putting together your first script isn't as tricky as it seems. Think about furnishing a house. The structure and purpose of each room is fixed, but you've still got options. For instance, you wouldn't set up the dining room in the master bath — not very workable — but there are endless layout, furniture, and decorating options for setting up a dining room in the dining room.

So it is with your script. Each component is like a room in an empty house. You fill it with content that works for you, your clientele, and your business — within certain constraints. Let's look at what component parts you'll need:

Greeting: A simple "hello" or "hi" will do. "Good morning" or "good evening" are fine, too. But I would advise against slang or eccentric greetings that could be off-putting to aged leads.

Introduction: Introduce yourself as simply as possible. Think, "This is [blank]," or "I'm [blank]." You could say, "My name is [blank]," but this could cause the lead to think of you as more of a stranger. That's less ideal when your script needs to make you less of stranger.

Company: You'll of course need to identify the name of your agency. However, this

component is flexible. It could be paired with your greeting and introduction. But it might fit better later on, after your hook.

Hook: Most importantly, your script needs a hook — a short, relationship-building "in" statement that convinces a lead to actually talk to you. This is the most difficult with web leads and aged leads because you have so little information about them and no existing relationship, plus weeks or months may have passed since they last thought about insurance. Nonetheless, it's a crucial part of your script. One solution is to position yourself as an expert who specializes in clients "just like them."

First Question: From your greeting to your hook, you should have revealed who you are, why you're calling, and began to put your lead at ease. This happens fast, you may have only said 30 words and spoke for 15 seconds or so. Now it's time to engage. Here, you need an open-ended question that gets your lead talking about their needs. "Yes" and "no" answers won't do, so make sure the question you ask can't be answered curtly.

From here the form of your script gets much less fixed. That's because you can't simply pitch the same no matter the answer to your first question. You'll need to ask follow-up questions to learn what you need to know to best serve the lead, plus you'll need to be ready to respond to common sales objections.

Follow-Up Questions: During the main part of your sales call, you'll need to put on your consultative sales hat, asking questions you need to know to qualify more leads, close more sales, and help more people. Don't wing this either. Make sure to pen your own version of questions in your script to answer:

What would move them to buy?
What objections would kill a deal?
Who all is involved in making a decision?
How long might it take to get to a decision?
Who is your sales competition?
What is their budget?

Objection Rebuttals: Your script will also need to address common objections. Sales objections tend to fall into a few categories, meaning that no matter how a

lead phrases a question about trust, you can answer with a well-prepared answer to address that underlying concern. Your first set of objection rebuttals will be generalized, but with time you can track and refine your approach to address unique questions that come up again and again.

The Offer: Rather than push for a sale over the phone, use your initial call to offer to reconvene to review insurance options. You'll get a better response if you assure the prospect that the meeting will be brief and that he or she is not obligated to buy anything.

The Benefits: At some point you'll need to discuss the benefits of your services and your products. Remember your goal is for leads to feel comfortable working with you, feel good about their product choice, and have a drive to purchase it.

Ask for a (Small) Yes: Most aged leads aren't ready to buy after only one contact, but it's still important close even your first call with a "yes" — even if it's small. Use your script to get a lead to say yes to being added to your email list, "liking" your Facebook page, or connecting on LinkedIn. If things are really going well, you could also get a lead to say yes to receiving information, or scheduling a follow-up call or in-person meeting.

TIPS FOR WRITING GREAT SCRIPTS

As you can see, your call scripts may be just as important to you as a play is to those Shakespearean players. Like any great piece of theatre, you won't write your whole script in one day. It will take time and you'll find yourself revising from time to time to make it even better. Here are some tips to get you started.

Write Quickly

Your first draft of each section should come out quickly. Get it all down down on paper, even if it's awkward. You can prune away the excess later, but first you need something to work with.

Use Spoken English

Remember that a call script will be spoken, not read. We often speak in fragments and use shorter simple phrasing. Note you usually don't hear the capital letters or punctuation we use either.

Workshop Your Script

When you've got a working prototype, start workshopping it. Read it out loud. Tongue-tied over any awkward phrases? Can you speak it naturally and quickly? When you think you've got it sorted, start rehearsing with coworkers, friends, and family.

Let Your Script Be Visual

Let your script be a visual tool. You can use font, size, color, bold, and underline options to set apart different areas of the script and add emphasis to keywords.

Use Persuasive Language

Pay attention to your phrasing. Persuasive speech, power sales words, phrasing, and words that signal certainty and optimism can have a big impact.

USING CALL SCRIPTS EFFECTIVELY

Once you've got your script, start testing. Consider A/B testing if you're unsure about a particular approach. Call half your list with Version A and the other half with Version B. Or if you have a team, split them up into groups to test out which works best. Track the performance of each script and get feedback from team members.

Even years after you've been in business, your script will never be set in stone. Call scripts are living documents that change with time, sales strategy, experience, customer niche, and more. Keep testing and refining to improve over time, and you'll boost both efficiency and effectiveness.

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5. IN YOUR TOOLBOX: MINI SITES

If your new insurance agency was a retail storefront, you might set up a sandwich board sign on the sidewalk. Folks walking by could learn about special opportunities and step inside to learn more. This kind of tool still works great for shops and cafes — but you're an insurance agent. The tool you need to do something similar is a mini site.

Now you may already have a primary website to market your products and services to social media and web leads. This site is your "storefront" and it likely has it all — a navigation menu, a blog, testimonials, detailed descriptions of all your products and services.

However, mini sites (also called microsites) are like sandwich boards. They'll bring aged leads into your store, er, website, by targeting a particular customer demographic, product need, or sales opportunity.

Each day, a store can clean off yesterday's sandwich board message and write a new one — taking a different persuasion angle or advertising a different product or special. You, too, can frequently change up or swap out your mini site to get the same effect.

MINI SITE BASICS

Like that sandwich board sign, mini sites are stripped down to the bare necessities. The cafe doesn't need to advertise the whole menu to get customers in the door and neither do you. But that doesn't mean your mini site needs to be bland.

Dramatic graphics and artwork are common and they really get a lead's attention. Explainer videos and catchy presentations are sometimes included, too. Agents use mini sites to address a specific need or problem and offer solutions that matter to prospective customers.

You can use mini sites to draw in a niche audience for a very specific product. Imagine a whole mini site built to sell auto insurance to pizza delivery drivers and

another built to sell term life insurance to new dads. These mini sites are highly relevant to each of your target audiences and they can work great with all kinds of leads, including aged leads.

MINI SITE BENEFITS

There are four specific benefits I think make mini sites a worthy tool for your toolbox. Let's take a look.

Depth and Focus

Many agents offer multiple products and services and they may serve a wide variety of clients, as well. The websites for such businesses usually fall into two camps. Either the site is very generalized, such that all customers can use it. Or it's very thorough, such that each product has thorough info. Bother are less than ideal, because it is thorough, product-specific information that is best for converting leads. The more you focus on a customer's specific triggers, the better.

Sidestepping Website Issues

If your primary website has issues — it's old, clunky, appears distorted on the latest smartphone screen, has SEO issues, or is just bogged down in red tape from the larger organization that controls the design — a mini site can be a smart move. You're able to sidestep such problems, often earning better results over a shorter time frame.

Targeting Location and Offering

Your primary website name, URL, and branding is important, but it may not be the best way to reach every customer. Remembering that specificity sells, you might want to target leads in your area with a specific product. And you might want to do it without redoing the branding and web address of your primary site. Mini sites are a great solution, as you can define your mini site and its URL around keywords related to one product offering and one sales area.

Experimenting With Your Approach

From time to time, you may want to update and improve your primary website. But website overhauls are a big investment. Wouldn't it be nice to test the waters before committing? Yes, it would, and mini sites are safe and affordable way to test out such new ideas. You could dabble in a different selling approach, test the

effectiveness of a new look and color scheme, or try out a new product niche — all without breaking the bank.

MINI SITE STRATEGY TIPS

Like the other tools in your agent toolbox, the possibilities of mini sites depend on how you use them. Primarily, this tool is a direct marketing tool — letting you create simple websites that are easy to market and extremely popular.

Marketing strategies you could employ include pay-per-click (PPC) marketing campaigns, with services like Google AdWords. You could create a paid search campaign to target keywords in the name or content of your mini site — location keywords, services and products, and so on.

Or combine your call-to-action on your mini site to a tailored drip marketing email campaign, with your choice of email tools, of course. This would let you craft and deliver a whole series of lead nurturing emails to very specific leads.

Or you could target your aged leads with a timely, easily accessible interactive campaign hosted on a mini site. Say a new product is available, it's open enrollment for health insurance leads, or you've created a great video to target whole life insurance prospects. Cold call your leads with your dialer tool, and move warm leads into your sales funnel with an emailed link to your sales presentation mini site. As I'm sure you're beginning to see, all these tools will work together to help you build your new insurance business.

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6. PUTTING YOUR TOOLS TO WORK:
HOW TO BUY AND WORK AGED LEADS

A dialer, a CRMS, email marketing, call scripts, mini sites — these are almost all the tools you need to get started in the insurance business. Almost. The last tool you need in your tool box is a healthy supply of aged leads.

For a new book of business, there's nothing that will get you off to a better start than aged leads. Here's how to put your entire toolbox to work for your insurance business by buying and working aged leads.

AGED LEAD BASICS

Before we get into buying and working aged leads, allow me to tell you a little bit more about this last tool in our toolbox. In short, aged leads are discounted leads that are 30, 60, or 90 days old. Aged leads have become my favorite prospecting strategy and with the right setup, they just might become your go-to favorite as well.

There are a few things that set aged leads apart from real-time leads. Aged leads were probably overwhelmed initially by a flood of attention from agents. Phones ringing off the hook in the first day or week after a request goes out is enough to turn off many prospects.

For others, the agents they'll talk to won't have a product or level of service that fits their needs. In short, this is a prospect who's interested in buying, but feels neglected and dissatisfied.

Almost 95% of agents contact a lead during the first week. After that, competition drops off dramatically. And that's where you come in! When you work aged leads, you are working a sales lead in a lower-stress environment. There's time to build a rapport, get a prospect talking, and address questions and sales objections. These leads are still in need of services and they're ripe to respond to a real professional — like you.

Aged Leads and the Competition

Aged leads benefit from a certain exclusivity that real-time leads do not. Now, this may sound counterintuitive, because many people think real-time exclusive leads are the most select. But consider this:

- 48% of leads only get one phone call.
- 25% get two phone calls.
- 12% get three phone calls.
- And only 10% get more than three phone calls.

But the average lead takes 5-7 contacts to close! Meaning 90% of leads aren't getting enough phone calls to close.

"90% OF LEADS AREN'T GETTING ENOUGH PHONE CALLS TO CLOSE."

This is where properly nurturing your aged leads really pays off. In fact, creating a lead nurturing process is essential. Research shows that the sales cycle has lengthened by 22% over the last five years, but a winning sales system can turn that longer cycle to your advantage and help you get the most bang for your buck.

Aged Leads and ROI

Speaking of getting your money's worth, let's talk about the return on investment advantage of aged leads. Here's a simple example.

Let's say you purchase $1000 worth of aged leads at 75¢ per lead, and another $1000 worth of real-time leads at $25 per lead. You could buy 40 real-time leads — but you could buy more than 1300 aged leads.

And let's say you close 1 in 7 of your real-time leads, yet only 1 in 60 of your aged leads. At first glance, it looks like the real-time leads worked better. But remember how much they cost — and how few you were able to buy with your $1000 budget.

In this case, you were able to close 6 deals from your real-time leads. Yet you were able to close 22 deals from your aged leads with the same budget.

THE ECOMONICS OF AGED LEADS

REAL-TIME LEADS
$1000

40 LEADS

6
DEALS

AGED LEADS
$1000

1333 LEADS

22
DEALS
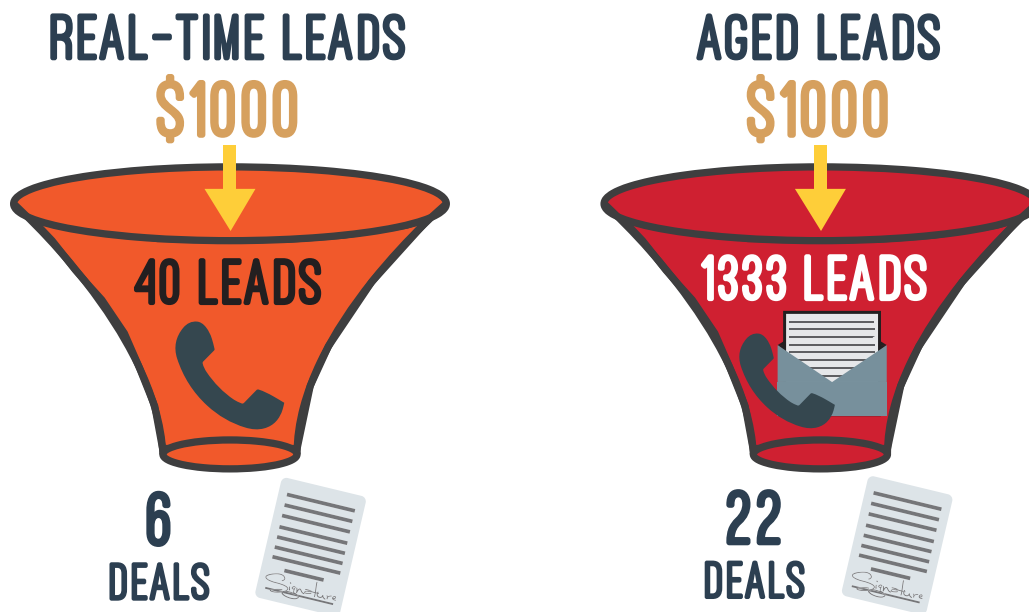
Your lead buying budget actually takes you farther with aged leads than exclusive, fresh leads. Why? Because there's no such thing as a bad lead — only a bad price. You can make the same commission, and ultimately the same income, with a smaller prospecting budget from aged leads. So let's look at how to buy some!

BUYING AGED LEADS

I know some of you may be ready to buy, I want to emphasize one more time that aged leads are a tool to get you where you want to go and you won't get there overnight.

Imagine you buy a guitar with dreams of performing on a stage in front of thousands. Some people may be surprised at the work, persistence, and lucky opportunities it takes to get from Point A to Point B. The guitar is only a tool, it's not a guarantee of rock star status.

Likewise, between buying aged leads and having a booming insurance business, there's a lot of hard work. Let's look first at how to be successful buying leads.

Planning Ahead

Many insurance companies buy aged leads only to be disappointed by incomplete or incorrect data and poor conversion rates.

But this doesn't have to happen to you. Aged leads can add to your agency's profits as long as you plan ahead before you buy.

Knowing Your Purpose

Make sure you think through your purpose for buying a batch of aged leads. There are more than a couple to consider. Firstly, you could want low-cost, high-ROI leads to build your insurance business, especially if you're building your first book of business.

However, there are other good reasons to buy. You could use aged leads to train new sales hires. Or you could use them to help your existing sales staff learn to use a new piece of equipment, like your new auto dialer or CMRS.

Finding a Reputable Seller

Who you buy your aged leads from matters. A reputable company should guarantee the accuracy of its information. If you receive leads with incorrect contact information, that company should reimburse you for the bad leads or, at the very least, offer you replacement leads.
You can compare many lead-selling companies online, and even shop online. Some sellers, like The Aged Lead Store, offer instant downloads and lots of options.

If you're unsure of a potential company, consider talking to their previous customers or checking their reputation with the Better Business Bureau.

Buying Enough Leads

It takes a certain amount of raw materials to build any business and your aged leads are going to be your raw material. If you don't have enough aged leads to start with, you may end up like that guitar player who doesn't make the big time.

Bottom line: I recommend purchasing at least 2000 aged leads to get started.

Many agents make the mistake of buying too few leads, encounter a less than predictable ROI, and get discouraged. Stats on the number of aged leads you can expect to app are based on the performance of larger pools of aged leads.

Sometimes you'll send out 30+ applications per 1000 leads and sometimes you'll send out 10. One batch of leads may be a wash, but the next will make up for it.

This is normal and it even has a name: variance. Variance is a part of any pool of leads. The key to beating the variance of an aged lead pool is to buy in bulk. The variance will even out once you have worked enough leads. And the low cost of your raw materials makes it sustainable.

Thinking Strategically About Your Purchase

Try to think strategically about your lead purchase, so that you can squeeze even more ROI out of your leads. For example, if you're purchasing used auto leads, try to purchase leads that are six to twelve months away from the initial date of inquiry. Most people pay for their auto insurance every six months, and if they're going to switch companies, they will usually pick the time when their old insurance policy is about to expire.

If you only work with clients in one specific area of your town, ask the lead generation company if they can filter your aged leads so that you don't end up paying for leads you can't use.

If the lead generation company doesn't mention it first, ask about whether you qualify for volume discounts. Volume discounts can make already good prices even less expensive.

Finally, it's a good idea to check with your lead generation company to see if they've scrubbed the aged leads against the do not call registry. If they haven't done it, that's probably a task someone on your team should undertake.

Treating Aged Leads Like New Leads

Very few leads buy a product or service after only one contact, and aged leads are no exception. Therefore, it's important to arrange for lead nurturing and customer relationship management, just as you would if you were working with a brand new lead.

There are several benefits to buying aged leads, but only if you are ready to treat them seriously and assertively try to convert them to loyal customers. Make sure you have a process for each lead in place and watch your sales go up.

WORKING AGED LEADS

I hope your toolbox is by your side, because it's time to work some leads. To do so, we're going to need a system and you'll need to use your new tools correctly to have the best results. So put away your stone tablet, and pull out your dialer, CRMS, and all the rest.

Working Aged Leads Without a Proper System

I'm going to show you five great systems for building your insurance business using these tools, but first, let's talk about three problems you could run into without the right systems. You'll see why in a moment.

Problem One: Frustration

If you find yourself frustrated while working your aged leads, stop and take stock. Frustration usually happens because your results don't match the effort you put in. Many in this situation blame the leads, and it's possible variance could be a factor. But more likely, it's that your system is less efficient than it should be. Make sure you've automated and systematized everything that you can. Usually, there's something that can be improved that will fix your frustration.

Problem Two: Exhaustion

Another common issue with aged leads is exhaustion. This can happen when it takes too much effort to achieve a result. Again, the culprit here is probably your system, or lack thereof. With the high volume of aged leads, you've got to implement a smart, automated system to handle repetitive tasks and basic lead nurturing steps if you're to avoid burnout and increase ROI.

Problem Three: Sales

Lastly, a lack of sales growth can be another sign there's a problem with your aged leads system. If your sales are staying the same, or falling, over the long term, something's wrong. A winning aged leads system is a finely tuned machine. It takes time to calibrate and needs a tune-up from time to time. The longer you work your system the more refined it should be. Efficiency should go up, time-consuming

steps should be automated, and the kinks should be worked out. Do this, and your sales performance should improve over time.

Working Aged Leads With a Call System

Let's put your tools to work in a cold calling system. Remember, you'll need your:

- Aged Leads - Make sure you buy a large enough batch to work with, purchase from a reputable seller, and commit to nurturing your aged leads as seriously as real-time leads.
- CRMS - Your CRMS should be ready to go once you import your aged leads. Make sure you take full advantage of your software's capabilities, and be ready to take notes, create reminders, and practice good data maintenance.
- Dialer - With the volume of aged leads you'll need to work, you'll probably want to use a dialer with predictive dialing. Even a small team will be able to call thousands of leads with the right dialer.
- Call Script - Make sure you have your script ready to go and stick to it. Remember it helps to make a visual script and if something isn't working, you can refine your wording and call another batch of leads.
- Email Marketing - Make sure to set up your email marketing campaigns before you start. Plan out your drip marketing email series and have your autoresponder emails ready to go.
- Mini Site - If your primary website serves more than one lead type, consider setting up a mini site for this batch of leads. Choose a memorable URL and direct your engaged phone leads and email recipients to the mini site for nurturing.

Consider organizing your tools into a call system like the one below. Aged leads are fed into your CRMS, which connects to your dialer. You will call through your entire list three times, removing any leads that hang up or ask to be taken off your list for the subsequent rounds.

When you have a positive engagement with an aged lead and are able to get a small "yes," follow up with a phone call or an email drip campaign. Continue working your qualified leads until you reach a sale or disqualify the lead.
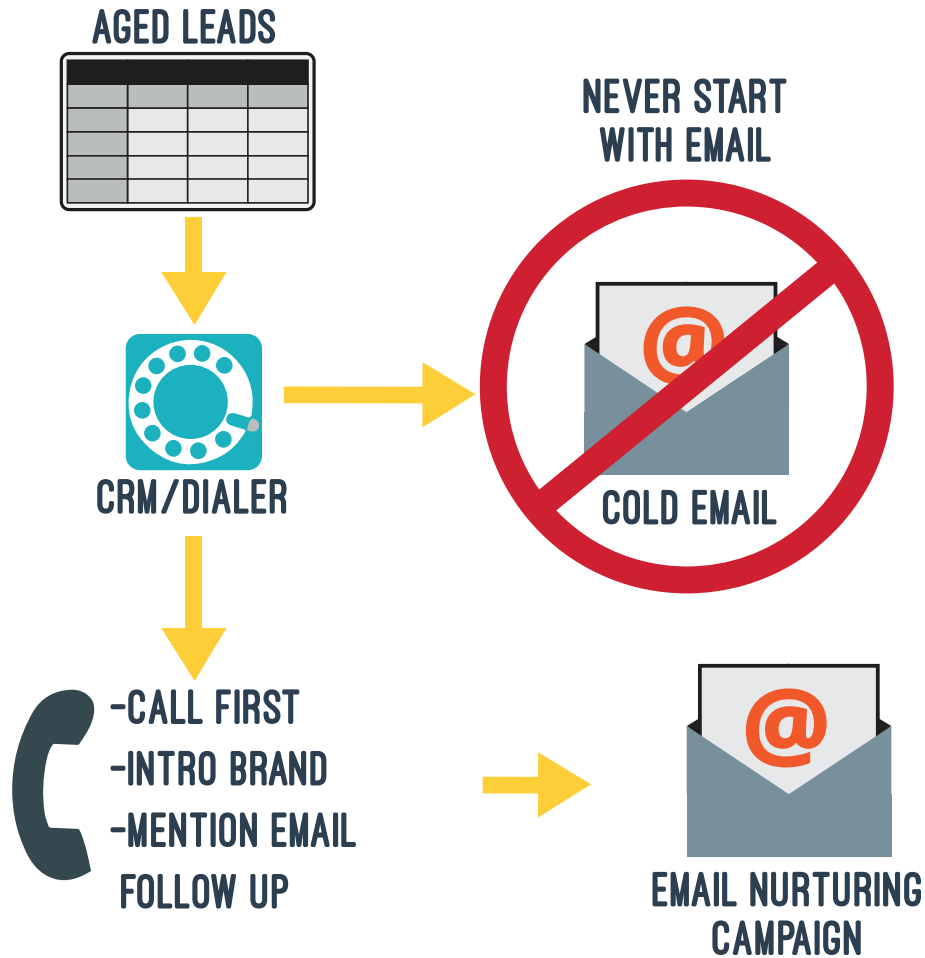
CALL SYSTEMS

Working Aged Leads With an Email System

You can also use your tools in a similar manner to nurture leads with a more extensive email nurturing campaign. In the example below, aged leads are again loaded into your CRMS. You begin your contact with a cold call — never a cold email. You'll need a different type of script here, introducing yourself and your agency's brand. With the warm leads you identify, you'll follow up with an email marketing campaign.

This may also be a great opportunity to try out your dialer's voice broadcast feature. Record your script and let the dialer automatically call through your list. Depending on the dialer you choose, you could even set up a system that begins your drip email campaign when a lead presses "1".

Monitor the analytics for your email campaign in your tool's dashboard and follow up with qualified leads until they buy or are disqualified.

EMAIL SYSTEM

AGED LEADS

NEVER START WITH EMAIL

CRM/DIALER

COLD EMAIL

C -CALL FIRST
-INTRO BRAND
-MENTION EMAIL
FOLLOW UP

@

EMAIL NURTURING CAMPAIGN

Working Aged Leads With a Lead Nurturing System

Many leads won't be ready to buy on your first call — even though it may not be their first call about insurance. Remember that the average lead needs 5–7 contacts before they will be ready to buy. To move warm leads closer to a sale, use your tools to build a lead nurturing system.

Use your CRMS to sort your leads and set calendar reminders about who to follow up with and when. In the example below, some leads are contacted weekly, while others are followed up with less frequently.

NURTURING SYSTEM

AGED LEADS

CRM/DIALER

WEEKLY TEMPO

ENGAGED CONTACTS

WEEKLY TEMPO

UNENGAGED CONTACTS

MONTHLY/QUARTERLY TEMPO

Some leads may have a preference for email over live agent calls, so use your email marketing software to set up the appropriate drip marketing schedule. Note that some warmer leads may be amenable to weekly engagements. Cooler leads may require a more spaced-out schedule. Use your email software's list segmentation feature to create automated customer journeys for each lead group, and continue to follow up with promising leads.

Working Aged Leads With a Direct Mail System

In some lines of business, you may find your aged leads prefer product information they can hold in their hands. Your toolbox can help you meet the needs of these customers, too. In the example below, you can combine your tools, including your aged leads, CRMS, and dialer, to send direct mail to your clients once or twice a year.

You can design a workflow in your CRMS to prompt you to call your direct mail leads before and after you send the information. Remember to take full advantage of your CRMS integrations. You may even be able to automate most parts of your mass mailing campaign through your CRMS.
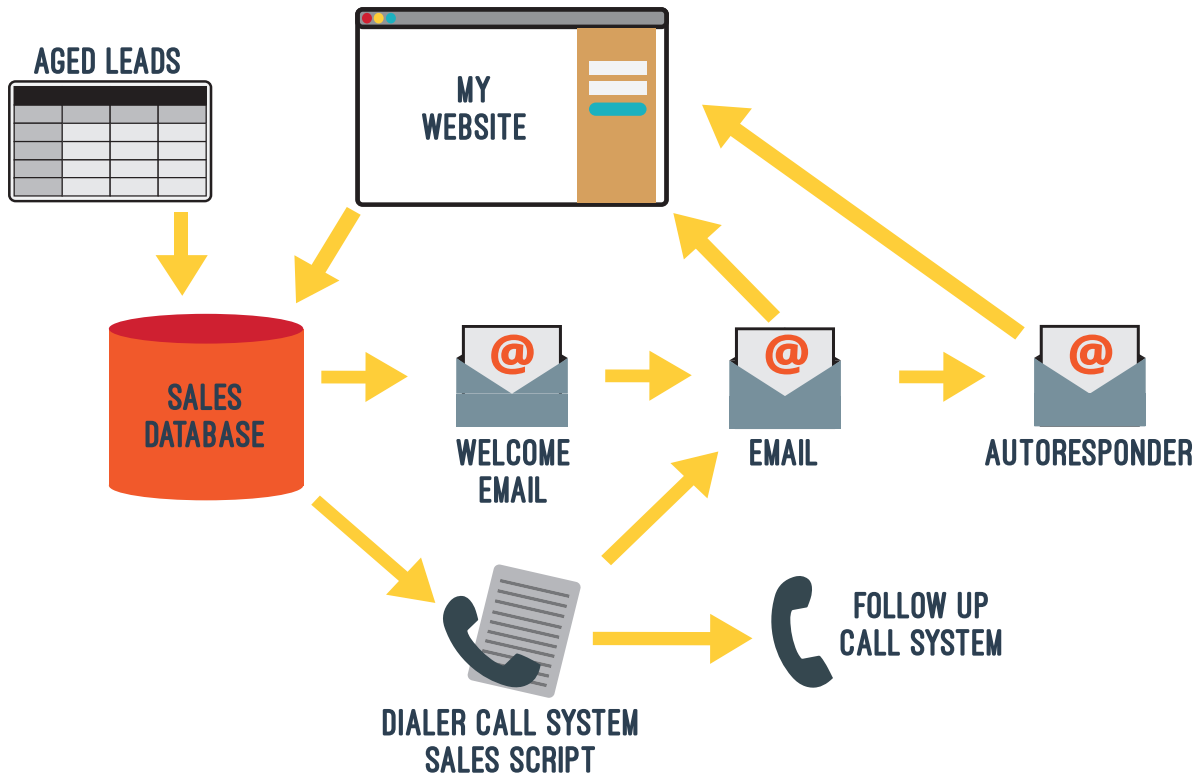
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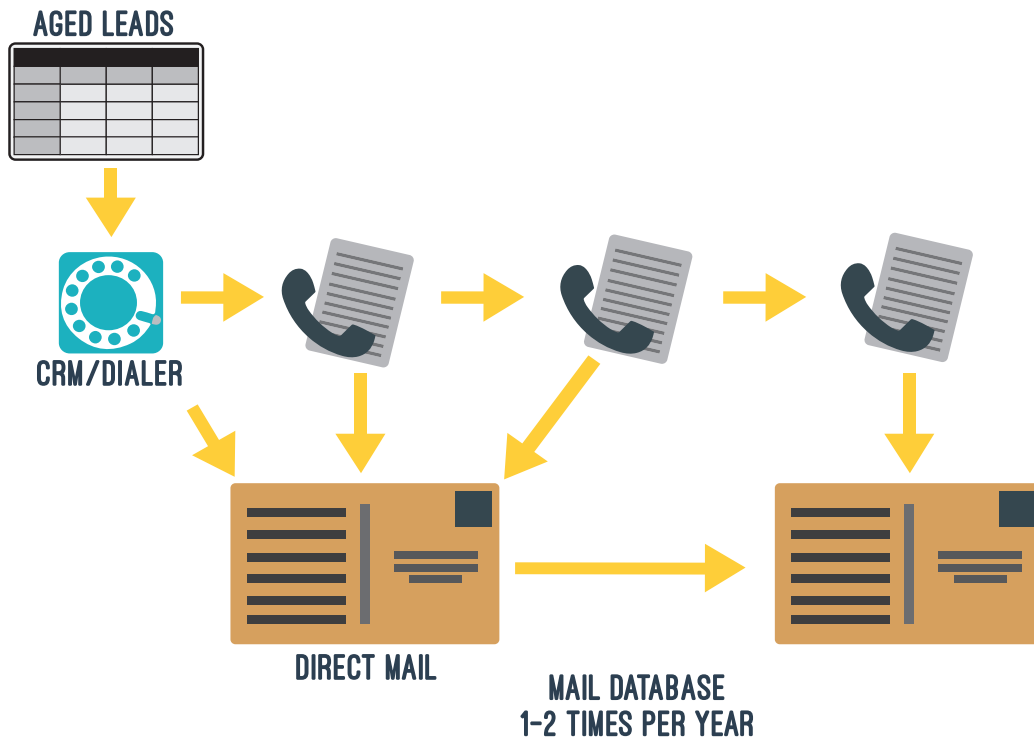
Working Aged Leads With a Complete Sales System

As you become more familiar with your tools and aged leads, continue improving, automating, and refining your systems. You may be surprised at how sophisticated you can make your sales process. It won't happen overnight, but in time, you'll be able to integrate and automate not only your aged lead cold calling system, but your entire sales process.

You will have the ability to generate leads through your website or a number of specially designed mini sites, with lead forms or calls-to-action that bring new leads into your CRMS. Once there, you'll be able to nurture these leads by phone or email, growing your business and maximizing your sales.
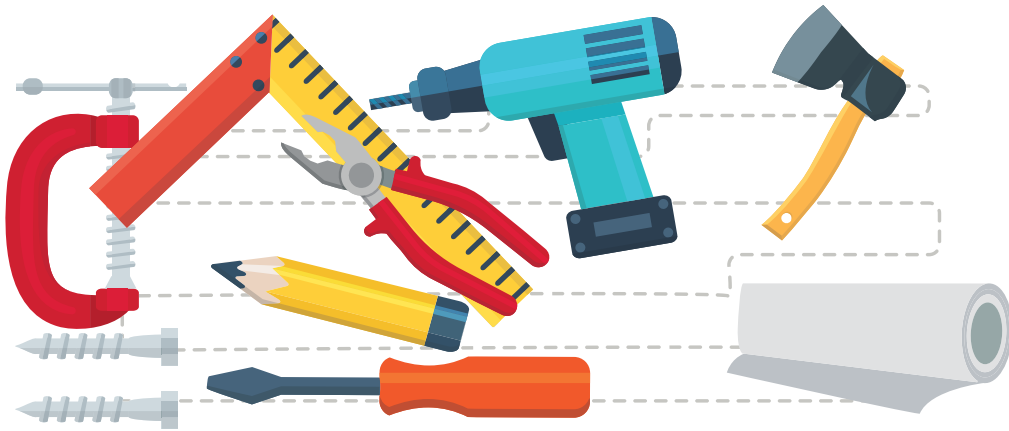
SALES SYSTEMS

AGED LEADS

MY WEBSITE

SALES DATABASE

WELCOME EMAIL

EMAIL

AUTORESPONDER

DIALER CALL SYSTEM
SALES SCRIPT

FOLLOW UP
CALL SYSTEM

GET STARTED NOW

AGED LEAD STORE

YOUR TOOLBOX IS READY TO GO

Pack your toolbox and get ready to sell. You've now got everything you need — a dialer, a CRMS, email marketing, call scripts, mini sites, and a supply of aged leads — plus, the systems to put these insurance tools to work.

So put aside your stone tablets, the tweezers, and the handwritten letters. Just like our wayward dentist and his jackhammer, these aren't the tools that will help you beat the competition and become a top insurance seller.

You know that today's smart tool set will help you reach your goals cheaper and faster. Remember that in addition to your tools, a smart, automated system will help you boost your ROI and reach your sales goals faster. And don't forget that strategy plays an important role, too.

I know you're ready to increase your productivity and boost your closing rate. So pack your tools and organize your system and watch your sales take off.

GET STARTED NOW

AGED LEAD STORE