

How to Use Aged Leads in Your Overall Sales and Marketing Plan



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You're in the business of making sales. But where does it all start?

To grow your business and hit those sales goals there are so many sales and marketing tactics to try, so many methods to manage, and yet so little time to make the most of it all.

Take control of your business. Learn how to work aged leads, why they provide such high value, and how they strategically fit into your overall sales and marketing plan.

YOU'LL LEARN:

What aged leads are and how they compare to other leads

How to work aged leads

How to make the most of them with your overall sales and marketing plan



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What are Aged Leads?

Maybe you've bought leads from a lead generator, you rely on referrals for leads, or you've generated your own through marketing.

Although each of these lead types differ slightly, they're ultimately meant to connect your product or service to a person who needs it.

They often come from people browsing online to find solutions. Their sales readiness can vary as much as the number of sites they make inquiries across.

Aged leads are similar to real-time internet leads in that the potential customer:

- Is looking for options online
- Wants a quote
- Has responded well to digital marketing

They're considered "aged" because the potential customer requested the quote days ago, rather than hours.

When purchasing leads through a lead aggregator like Aged Lead Store, the leads have typically aged by at least 15-30 days and up to 1000 days. As the leads age, they're prices drop, giving you the opportunity for higher value.



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How do Aged Leads Compare to Real-Time Leads?

Here's a common scenario that generates aged leads to show how they compare to real-time leads:

When an inquiry comes in to real-time lead generators (like Lending Tree, NetQuote, All Web Leads, etc.) they need about 3-5 lead buyers who will provide that consumer with instant quotes.

If the lead generators don't sell the leads within 24-48 hours, they're no longer real-time leads. The lead generators can't sell them for the same value and they're lead buyers — looking for real-time leads and paying top dollar for them — aren't interested after the leads age beyond 1-2 days.

Although commonly depended on by salespeople, real-time leads are expensive and can be challenging to work successfully. They may cost double or triple digits per lead compared to \$1-2 per aged lead.

Think about where they come from. It's easy to become a lead — as people browse online, they submit their email for a free quote. Sometimes they're just kicking the tires. Other times they're comparing you to competitors as you all race to secure their business ASAP.

With the cost of real-time leads, the stakes are high to make a sale.

With aged leads:

- You're less likely to compete for the sale
- They're cheaper to buy
- Your leads are likely further along in the process to make a purchase decision

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How Ready to Buy are Aged Leads?

Most salespeople hear they'll do best closing a sale if they're the first to reach the lead before a competitor, often within a few minutes of getting the lead.

This is a great chance to make a powerful first impression. But many businesses don't have the operations in place to be the first to speak with a lead, day or night.

Also consider this, not every lead is ready to purchase immediately. In fact, many are completely unprepared and just starting their research. They need to build trust, they need nurturing.

Whether you're working real-time leads or aged leads, you'll likely need to make several touch points before they're ready to buy. So if you need to put this much effort into the sale, regardless of how new or old the lead is, why would you pay full price for brand new leads? They aren't giving you the competitive edge you hope for.

Also consider the people behind the leads. With aged leads, they may be further into the process of deciding they're next move to make a purchase. They may have done more research or sorted out initial questions. They may be comparing their options. They may simply not have had time to move forward or haven't yet connected with a salesperson they felt comfortable with.

These are all opportunities for you to get them moving through your sales funnel.

HIT YOUR SALES GOALS WITH AGED LEAD STORE

Whether you're just beginning to build your book of business or want to scale it, Aged Lead Store aggregates a huge amount of recent leads monthly, regularly enhances them, and makes high-value, low-cost aged internet leads available to help you hit your sales goals.

Download leads instantly to start selling. Rates are even lower for higher quantities or for older leads.

[Register](#) and browse our unique, self service, on demand platform right now or get hands-on, white glove help with complex custom orders by calling us at **949-647-5045**.

The largest selection of aged leads online

Auto Insurance	Solar Installation
Life Insurance	Home Improvement
Health Insurance	Home Insurance
Mortgage	Medicare Supplement

Once You Buy Aged Leads, What Do You Do With Them?

Create a system that incorporates both sales and marketing into your lead conversion efforts to get the best results, grow your customer base, and optimize the time and money spent.

HOW DO AGED LEADS FIT INTO YOUR OTHER SALES AND MARKETING EFFORTS?

If you buy aged leads, you may fit into a number of different circumstances:

- Maybe you're starting a business from scratch
- You're using the leads to train new salespeople
- Or you want to make the most of your existing marketing efforts

To work aged leads successfully, you'll need them to flow through a sales and marketing system. This is true of any purchased leads really, aged or real-time. Let's break it down.

SALES AND MARKETING SYSTEM

A system is meant to give structure, simplify your tasks, and even make them scalable. To do this well, and get the most out of the leads you purchase, you need the following:

Process

Step back and think about the entire process from lead to sale. Write down the steps you take to work your leads. Think about how to create one system that all of your leads flow through, for consistency on your side and a smooth experience on their side.

Automation

Looking at your process, find as many steps as possible that you can automate. This helps you double or even triple your activity level. It makes it manageable to reach and nurture leads with multiple touchpoints.

Repeatable Steps

By creating a process with automation, you build a system that is repeatable. This means you can execute it over and over to work more leads. Or share it across your team to optimize sales overall.

→ In the next section we'll dig into specific tools and tactics that support this sales and marketing system.

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How to Work Aged Leads

Working aged leads isn't that different from working real-time leads. What some people misunderstand is that because they've purchased a lead, the lead should produce a sale. It's almost never that simple, aged or not, but it can be easy and efficient.

When converting leads, you need to market to them and build a relationship.

THE MARKETING RULE OF SEVEN

A potential customer needs seven or more touch points across multiple channels before you'll make enough of an impression for them to take action. With digital marketing this number only increases.

You need consistent and persuasive engagement to warm and guide leads through the sales funnel, to convert them to qualified leads and then customers.



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LET'S LOOK AT SOME EXAMPLES OF HOW TO WORK AGED LEADS

Don't try door knocking

In the age of internet leads, tactics like door knocking don't work. These leads may have interacted with your business online, and it's increasingly normal for them to expect a phone call, text, or email from you.

But a one-time, uninvited appearance at someone's door (the last place they expect to see a business they've only interacted with online) misses the mark and wastes your time. This visit isn't going to close the sale. Instead, work the leads through your efficient sales system using smarter tools and multiple touch points. You'll reach more leads this way too.

What about cold calls? Don't give up too soon.

A cold call has similar challenges to door knocking. But it becomes an opportunity when used as one piece of an overall system of communication.

If you make one call to a lead and they don't answer, don't assume it's over. In fact most people don't answer the phone when it's a number they don't know. So how can you make the most of that call?

It's an opportunity to begin building a relationship. Leave a voicemail that clearly gives your name and your business's name, show personality and empathy, share your sales message succinctly. It helps the lead put a person behind your name. The next time they get an email from you, they'll connect the dots and begin to form an affinity for your brand.



How to Make the Most of Aged Leads Within Your Overall Sales and Marketing Plan

Here's where we dig into the tools and tactics that support the process, automation, and repeatability of your sales and marketing system for working aged leads and creating an actionable plan.

THE TOOLS NEEDED FOR YOUR SALES AND MARKETING PLAN



CRM

This is fundamentally important to support your overall processes. A Customer Relationship Management (CRM) system helps you organize leads and track all interactions with them. It works 24/7 so you don't have to.

There's usually a learning curve to optimize a CRM but once you do, you can use it to deliver a personal and high-quality experience to everyone in your database, even if it's thousands of people. With aged leads, the more the merrier.

You can use a CRM simply as a database to track notes on each lead and customer. Or you can make the most of it to track, automate, and engage leads at each point in their path to becoming a customer, all while keeping tabs on your overall goals and strategies.



Sales Scripts

Like any good marketing, you need to determine your messaging and objective. This is where sales scripts come in, whether you're using them for calls and voicemails, or even for emails and text messages.

The purpose of a sales script is not to read it word-for-word. It's to help you clearly decide and communicate your value proposition at each point in the sales process where it's being used, and in a tight and succinct way that also represents your company well.

Think of the script as guided talking points that you need to own. Use it to build confidence so you can sincerely convey your message to potential customers. Using the guidelines of a sales script, practice what you'll say in front of a mirror or on camera to feel comfortable and confident.

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THE TOOLS NEEDED FOR YOUR SALES AND MARKETING PLAN



Calls, Texts, and Voicemails

Sure it's great if a lead answers when you call, but it's not likely they will if they've never spoken with you before. This isn't the main objective of phone calls in sales. Instead think of calls as an initial touch point, a brand and marketing opportunity.

Either way, be prepared with a practiced sales script if you do speak with someone or be ready to leave that short, sweet, and direct voicemail.

Automate this with ringless voicemails or voicemail drops by sending a pre-recorded voicemail directly to the lead. This saves you time from calling each prospect but still gets you into their voicemail inbox.

Text messaging is also increasingly popular in sales and can automate getting in front of your leads on their phones, which they're always checking.

With this level of efficiency, make sure your call or text program still feels natural to your contacts. You're there to serve them, make it clear who you are, build your credibility, and state your value proposition.

When they hear from you on their phone, they'll begin to build familiarity.



Email Automation

Email automation can do a lot of the heavy lifting for you. As leads come in, you can segment lists and set rules and triggers that launch campaigns based on leads' various needs, demographics, or where they are in the sales process.

Use email to showcase your credibility, how you're here to help, and give clear actionable next steps in each email - whether it's to contact you, schedule a call, or even just read a helpful resource to learn more.

Email automation also complements your efforts around calls and voicemails. Trigger an email that gives leads a heads up through email that you'll be calling them, share more detail through an email followup rather than leave a long voicemail, etc.

Just like your sales scripts, all emails should be created to serve your potential clients. Share your value proposition, make it easy for them to engage with you, and share your professionalism, personality, and empathy for their needs.

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OTHER TOOLS TO CONSIDER

Don't take on too much to reach leads across maximum sales and marketing channels. However if you're already running these campaigns and want to optimize them for working leads or you're able to invest the resources to build these up, there are several tactics that will help you work these into your overall system.



Digital Ads and Social Media

These tools hit the mark for meeting leads where they are and making a quick impression. You can get really targeted with digital PPC ads, whether you launch campaigns on Google or social media.

If it's appropriate for your business, consider building a community on social media to again showcase your credibility and how you're here to serve clients. The more you post and the more followers you have, the more impressions you can make. This gives you more touchpoints with the leads who engage with you and can even mean generating leads of your own.



Blog

This can build credibility with leads. Support your other touch points with blog posts that give you useful content to share in emails and more ways for leads to familiarize themselves with your business. Save time by creating blog posts to share as resources instead of explaining the same basic concepts repeatedly.

Take this even further and generate your own leads through organic traffic. You'll need to focus on strategic SEO to show up in search results for your potential customers, consistent output, and relevant expertise or advice.



Direct Mail

Although this is a more "old school" marketing tactic and may not tie as closely to your other digital marketing efforts, direct mail can be used strategically to point potential customers to your online resources. If you're already using it, make sure it's optimized with actionable content directing the reader to a clear spot on your website that encourages further engagement.

Note: With all of these sales and marketing tools, and especially when it comes to automation, it's important to comply with the TCPA. Consult with an attorney if you have questions.

Get the Timing Right with The Sales Sequence

On a basic human level, these sales and marketing tactics come down to the concept of guiding someone to a solution. You're selling what they need to buy.

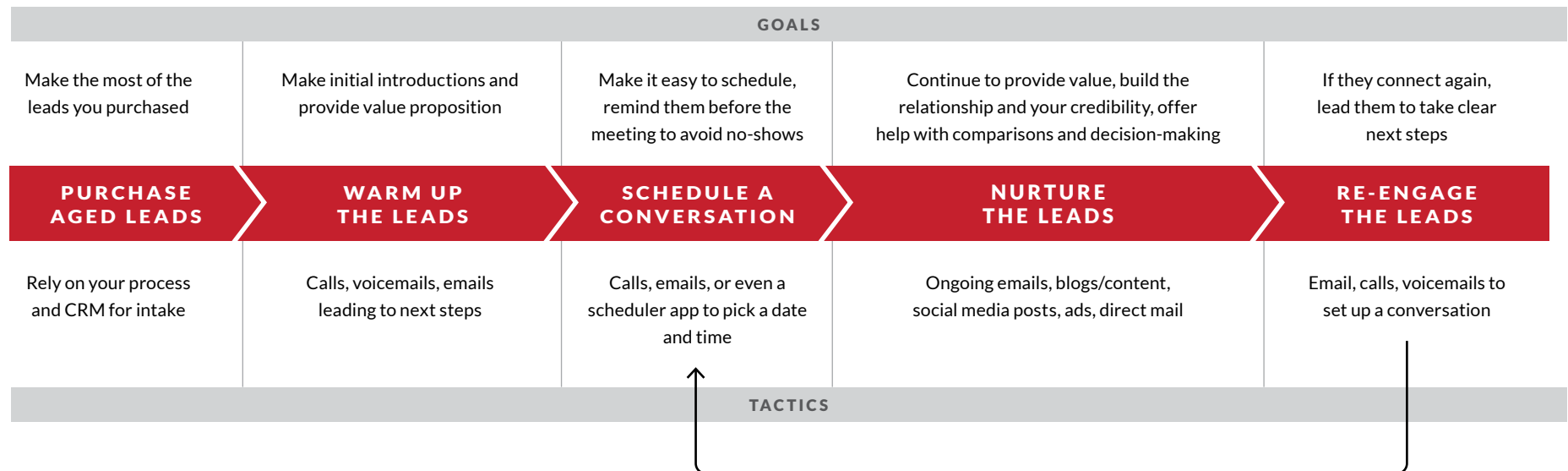
But we know leads need to be warmed up before they're ready – just like you when you're making an important purchase.

Your sales and marketing tactics fall into place when you plug them into the phases a lead goes through to become a customer.

This takes time, consistency, and a range of touch points. But as we've described, the art and science of working aged leads can all be done efficiently within your sales and marketing system.

Adding aged leads into that mix means you spend less money to test, build, and operate your sales plan and convert more customers.

The Sales Sequence



How Aged Lead Store Fuels Your Need for Leads

You see how aged leads can benefit your business. And we've given you the tools to plug them right into your overall sales and marketing plan.

So what are you waiting for?



TIME TO SHOP THE AGED LEAD STORE

[Start here](#) or browse, filter, and instantly download from the largest selection of enhanced aged internet leads in [our store](#). Select targeted ideal prospects that you can serve best.

For complex custom orders, we also offer hands-on, white-glove service. Call us at **949-647-5045**.

Why Trust Aged Lead Store?

Our platform captures, validates, standardizes, enriches, and delivers leads, providing an excellent opportunity for any salesperson committed to maximizing sales.

With Aged Lead Store, you get better lead value, through better technology. You'll consistently achieve a much higher ROI than you can expect from other aged or real-time internet leads, consumer data lists, or other forms of traditional and digital marketing.

We aggregate leads from top real-time lead vendors, run them through our extensive quality control process, and then make them available to you to browse. These records are all consumer-initiated online requests for insurance, mortgage, solar, and home services.

We've spent the last 20 years constantly refining our lead optimization technology in order to deliver the best lead value to you.

Learn more: [Sales Resource Center](#)

Getting high-value, low-cost aged leads is made even better with sales know-how.

Learn more from our webinars, blog posts, and ebooks, which give you the tools, education, and systems to reach success selling age leads.