



Top 5 Ways to be successful with final expense telemarketing leads

**A STEP BY STEP GUIDE ON HOW TO SELL MORE
FINAL EXPENSE INSURANCE USING
TELEMARKETING LEADS**

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Tip #1: Out bound calling lead generation

Leads are the life blood of all sales organizations, because without leads selling your products and/or services can be next to impossible. In today's advancement in technology there are a myriad of ways to generate leads, but time and time again [telemarketing avatar leads](#) have proven to be the best, most cost efficient way to generate leads. The reason telemarketing [avatar leads](#) are so powerful is due to direct person to person interaction over the phone. This allows a knowledgeable [lead generation company](#) to convey your message, handle objections, gather information, and get your company name in front of people which will result in increased interest and increased final expense production!

Tip #2: Telemarketing Leads vs. Internet Leads

No matter how you look at it, the internet has changed the world in which we live in. You can find information on just about anything and have answers at your finger tips in a fraction of time. You can even order pizza online and have it delivered to your home! Even with all of the new things available online, it still does not compare to having a live person to whom you can ask questions to and get answers.

Most internet lead companies use tricky tactics like "CLICK HERE TO WIN A FREE COMPUTER." This is how internet lead companies gather information about people! Once they have that information they sell it to various companies as leads, when in reality the person wanted to win a free computer. This is the problem with internet leads. There is no way to know how the information was collected! With telemarketed [avatar leads](#), we use call lists that are created based on the demographics of your target market. All of those calls can be recorded and listened to in order to ensure lead integrity. This is why internet leads are so cheap in comparison to telemarketing leads. [Final Expense Avatar Leads](#) make a huge difference in your bottom line.

Most entrepreneurs are in business for one reason – [to make money](#). And to make more money and increase the amount of business you do, what do you need? More leads of course!

I recently spoke to several high producing agents about how you can generate more leads, and more customers for your final expense business. Read on to find out how...

Before heading off to spend more money on advertising to attract more leads for your business, it's essential to stop and take stock of who you are trying to attract, what exactly you are trying to achieve, how are you going to do it?

Tip #3: Who?

Who is your target market?

Who do you want to sell your product to?

Without knowing exactly who your target market or ideal customer is, how can you be expected to attract them to your business?

A brilliant product or service without the right marketing or lead generation approach can often result in failure. Too many agents spend too much money on leads that just don't work for them, and too much time is often spent on prospects who will never buy. I call this the 'shot gun' marketing approach – sending one single broad message out to a wide audience through internet leads, [tele leads](#) or direct mail campaign, and praying that if you cast the net wide enough, a sufficient number of prospects will take the bait!

Your marketing efforts should actually help you to separate the suspects from the prospects. If your [final expense avatar leads](#) do not weed these people out, it's not working effectively. Instead, it's putting a strain on your valuable time which involves calling and following up on the leads, booking the appointment and writing them a final expense insurance application for coverage.

It's important to remember therefore that the media you select, the offers you make, your creative strategy, and even your tone all play key roles in screening out suspects and in drawing in the high potential prospects.

Tip #4: What?

What is your end goal?

How good are you at converting the current leads you are working ?

How many leads do you need to hit your target?

You should always begin with the end in mind. Now that you have decided who you are trying to attract to become a customer it's essential to know what exactly you are trying to achieve [with final expense avatar leads](#) and your budget.

What are your weekly, monthly and annual sales goals?

How many [final expense leads](#) do you currently have and how many more do you need in order to achieve your end goal?

The term leads, also known as 'potentials' or 'prospects' refers to the total number of potential buyers you contacted, or who contacted you. Most people confuse responses, or the number of potential buyers, with results.....all that matters is [ROI](#) period!!!

It surprises me, but a lot of final expense agents don't actually know how many leads they get each week. And if you don't know how many leads you currently have, how are you expected to know how many more you need to hit your target?

I cannot stress how important it is to know your numbers. Keep a record of the number of leads, appointments and sales.

Know your conversion rate! And then you can forecast a simple yet effective ROI for future purchasing of [final expense avatar leads](#).

Tip #5: How?

It's one thing talking about what you need to do. Now that you know who your ideal customer is, and how many you need to prospect to in order to reach your sales target, how do you do it?

How do you reach out to them once they send back your final expense direct mail lead card or after they agree to speak with you from a [telemarketer or a final expense avatar phone call?](#)

The list is endless when it comes choosing between [lead companies](#) to implement in order to increase sales and grow your business. So how can final expense agents determine the best course of action when buying leads?

Well first it's important to really know and understand your target market – what their interests are, where they typically hang out, what method of lead generation has the most chance of actually engaging them, whether its an internet lead, final expense direct mail lead or [a telemarketed final expense avatar lead](#). You have to know their hot buttons....or at least do business with a [lead company](#) in the [final expense industry](#) who does understand this target market.

For example, busy and successful final expense agents are much more often concerned about their time than about saving a few dollars. Telemarketing efforts that don't demand a lot of time and that show how the leads can save the agent time often work well for final expense agents. Keep in mind—[Final expense avatar lead](#) flow is critical, consistent lead flow is very very important.

Secondly, and even more importantly, the best way to know what works best for your business is by sticking with honest and experienced [final expense lead firms](#) – and measuring the results. If they don't take paypal or credit cards run fast, if they demand wire transfers run fast, they are going to scam you.

We have over 10 different lead generation methods and options we help final expense agents to implement in order to increase sales. Don't forget the following tips as well:

Customer Referrals

While final expense sales does not tend to generate a lot of referrals there are ways for you to engage your prospect at the kitchen table and reap the rewards of securing referrals each week.

A happy final expense customer will give you names and numbers of family members to call on...the key is to strike hard and fast.

Strategic Alliances

Consider joining forces with another non competing business or similar business such as funeral homes, senior living centers, and others who serve the senior market. You could have referrals from medicare agents, auto insurance agents, home insurance and renters insurance agents....all you have to do is start thinking a little out of the box.

Telemarketing Savvy – Deal with a leader in the final expense lead business!

Make sure they have a list of qualified leads that will be interested.

They must use experienced telemarketers or avatar operators who understand the senior insurance market.

Make sure the final expense avatar lead has a good qualifying script.

As I end this short but hopefully entertaining yet educational guide I would invite you to consult with us when it comes time for you to purchase your next group of final expense avatar leads.

Thank you for your time and I look forward to serving you!

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