Working Aged Leads

When working aged leads (6-months to 24 months old) below are two approaches that work well

Approach #1- Just treat it like a brand new lead. This works very well many times. Especially for Final Expense Leads because they mail those cards in all the time anyway. Chances are they have mailed more cards that are newer than the aged one you have in your hand. I use this approach more often if I am introducing myself to them at their front door rather than calling them on the phone.

Approach #2- This is what I use if I call them on the telephone

Agent- Hi, I'm calling for Mary Smith

Client- This is Mary Smith

Agent- Hi, Mary. I'm (insert your name) and I'm following up from your request some time back for information and rates on ____________________. The reason I'm calling today is to follow up and see if you found exactly what you were looking for.

Client- Yes, I got that all taken care of.

Agent- Great! I just have two questions for you and I can close our file on this.

First, as you know, we offered you choices from over 20 of the top life insurance companies. Which one did you choose to go with?

And second, on a scale of one to ten, how satisfied are you with your company, your price and the agent who worked with you?

Once they answer these questions, you will know whether you have anything further to offer or not.

Always Remember…there are hundreds of ways to approach anything but the WORST one is to think and think and plan and plan and always be looking for the perfect words but never getting off the launching pad.