Working Aged Insurance Leads for Success

Troy Wilson
AgedLeadStore.com

AgedLeadStore.com

Overview

- Aged Leads: Leveraging the Realities of Sales
- Getting More Qualified Prospects
- Consistent Lead Volume Motivates
- Opportunity: Market is Underpricing Aged Leads
- How to Get More From Aged Leads
- Recommended Action Plan to earn you 355% ROI
- How Can AgedLeadStore.com Help?

AgedLeadStore.com

Real Time Leads Not Sales Ready

A large percentage of Internet generated insurance leads aren't sales ready. They are...

- Anticipating loss of job or coverage
- Considering a purchase (home, auto, boat, etc.)
- Comparing coverage
- Comparing rates
- Frustrated with current carrier
- Considering additional coverage

But, they're not buying...yet.

NEXT WAVE
MARKETING STRATEGIES

Aged leads better address realities of lead sales cycle

- Fewer than 25% of real-time leads are sales ready
- **Only 2-5% of Internet leads close** the 1st day
  Secret: Up to 50% of these Internet leads will eventually close. That means **45-48% of sales are in "aged leads."**

Why then is 95% of the market's effort and money going into that 2-5% of opportunity vs. 45-48% of opportunity?

Making the shift can save you time and money.

AgedLeadStore.com

Internet Leads Don't Get Followed up on

- 50% of Internet leads **never get a second call**
- Research shows: average close happens between **5th-7th contact with a prospect.**

Research study after research study proves out the enormous opportunity in *aged Internet leads*.

More stats...

- 48% of sales people never follow up with a prospect
- 25% make a 2nd contact and stop
- 12% make a 3rd contact and stop
- Only 10% make more than 3 contacts

AgedLeadStore.com

NEXT WAVE
MARKETING STRATEGIES

How to Get More Sales...

- How many calls do you make in trying to reach lead?
  - ○ It takes 5-7 calls
- How many follow up calls do you make?
  It takes 5-10 calls to warm them up enough to close
- How many emails do you send per lead?
  - ○ Send 2-4 emails and see conversions increase 300%

Why does it take so much work?
  In the last 5 years, the sales cycle has lengthened 22%
- Trusted advisors are 70% more likely to get the sale

According to Forrester Research Reports, companies that have implemented an effective lead nurturing process have closing rates 300% higher than their competitors who fail to take a long-term view of the lead sales cycle.

More Qualified Prospects = More Sales

Aged Leads offer so many benefits.
    Much cheaper than real time leads and other mktg
    More advanced filtering available than other mktg
    Leverage the market's bad sales discipline
More benefits...
- Closer to the buying end of the sales cycle
- Many of the bad leads have been filtered out
- Only affordable way to load dialer and email software with enough leads to allow technology to operate at peak performance levels
- consumers that raised their hand looking for insurance
- consistent, massive, affordable volume so you can win the numbers game
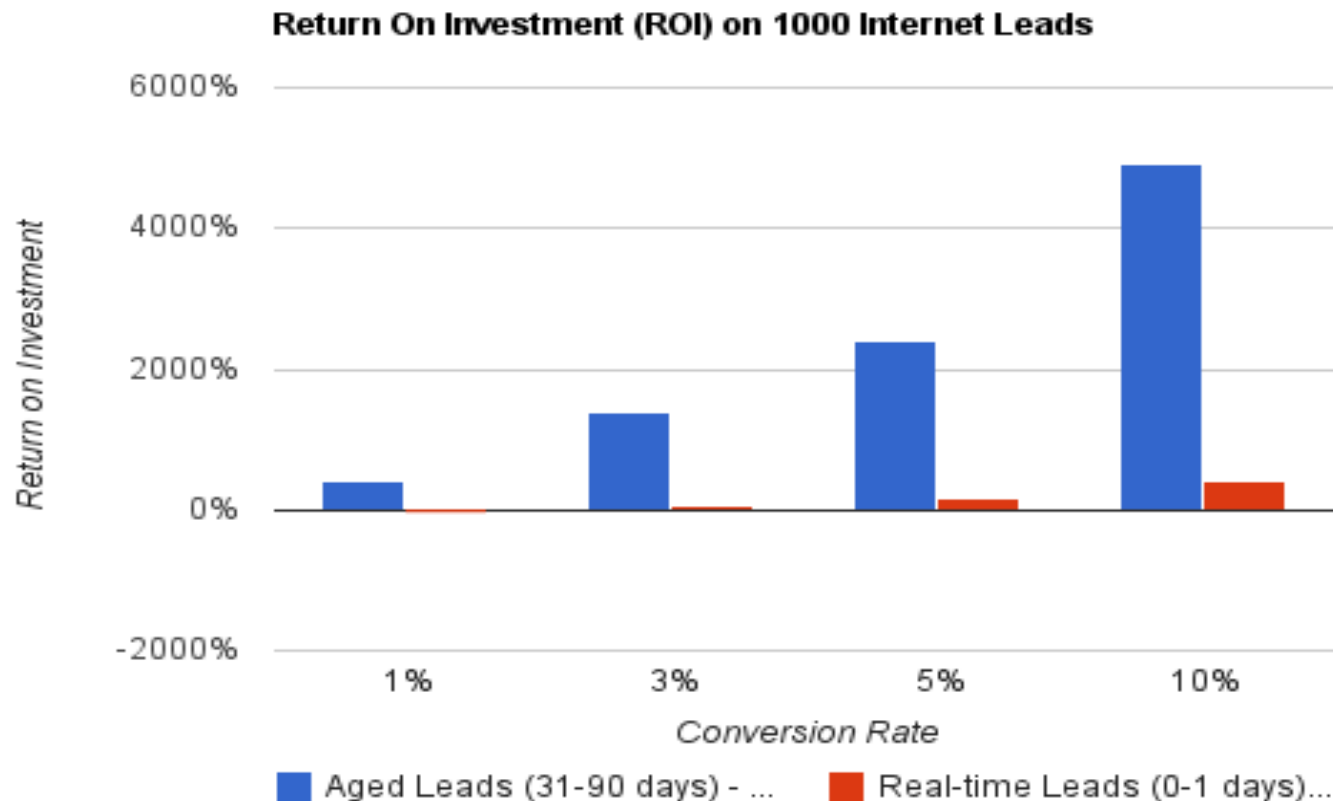
AgedLeadStore.com

We All Love Leads

Nothing is more comforting to a sales guy or gal than a sales pipeline full of leads. Unfortunately, unless you're a huge company getting a full lead pipeline can be VERY expensive. Again, *Aged Leads* **are the answer**.

- Thousands of leads, instead of hundreds
- Hundreds of dollars, instead of thousands

Aged Leads are a sustainable marketing strategy providing consistent, reliable lead volume to your sales team.

AgedLeadStore.com

ROI for Aged vs. Real-time Leads

Return On Investment (ROI) on 1000 Internet Leads

Legend: ■ Aged Leads (31-90 days) - ... ■ Real-time Leads (0-1 days)...

Y-axis: Return on Investment (6000%, 4000%, 2000%, 0%, -2000%)
X-axis: Conversion Rate (1%, 3%, 5%, 10%)

- Aged Leads (31-90 days) - $1; Real-time Leads (0-1 days) - $10
- Commission/sale = $500
- This assumes no lead nurturing process in place for either
- Aged leads can enable you to make $4 or more for every $1 spent
- Typically spend 10x as much on real time leads to get same profit

Effect of Aged Lead Volume Discounts Without Top Notch Lead Nurturing

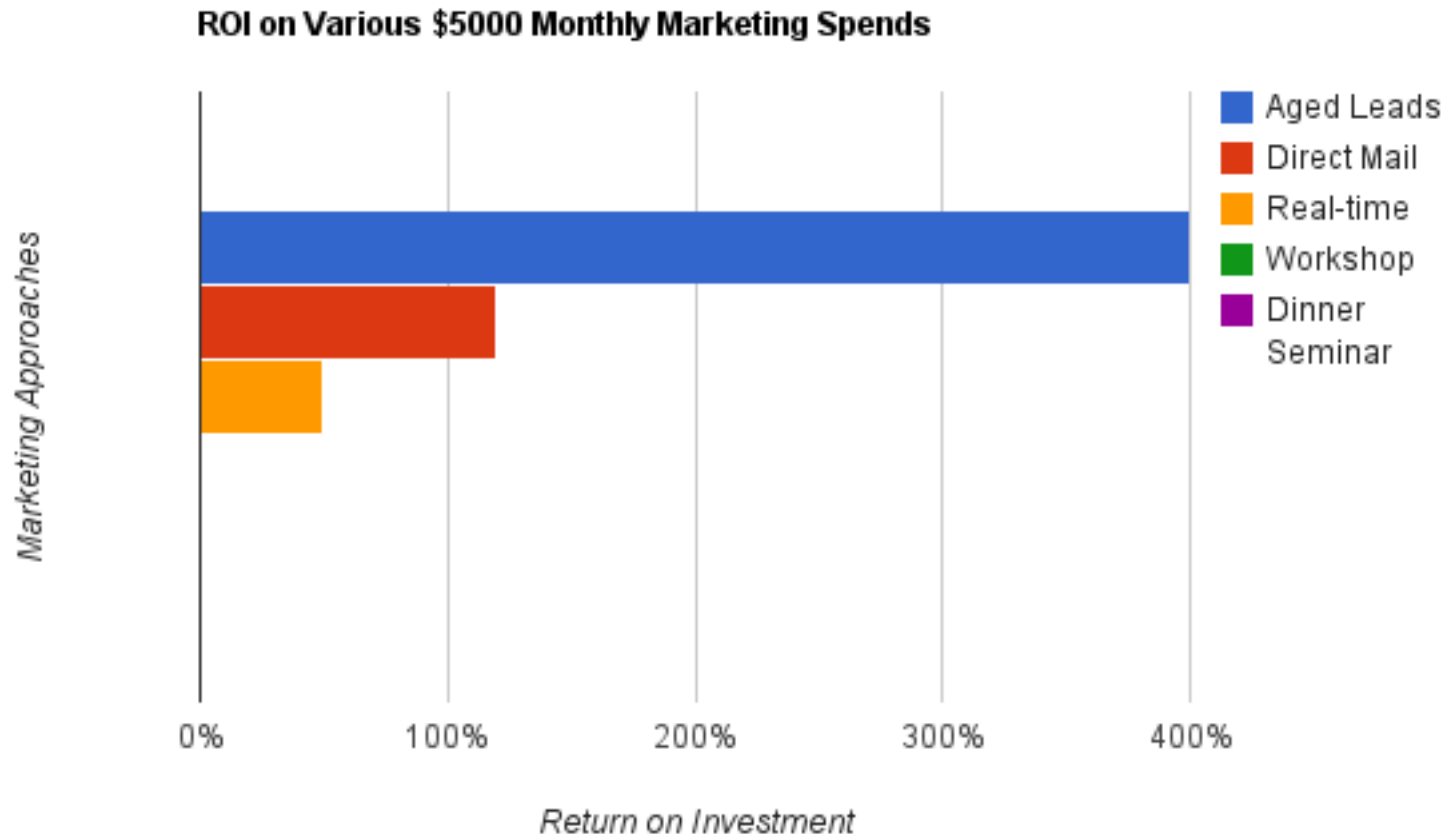|	0% discount	25% discount	50% discount	75% discount
Leads Purchased	1000	1333	2000	4000
Price Per Lead	$1	$0.75	$0.50	$0.25
Marketing spend	$1,000	$1,000	$1,000	$1,000
Conversion Rate	1%	1%	1%	1%
Closed deals	10	13	20	40
Commission Per Sale	$500	$500	$500	$500
Total Revenue	$5,000	$6,500	$10,000	$20,000
Total Profit	$4,000	$5,500	$9,000	$19,000
ROI	400%	450%	900%	2000%

Effect of Aged Lead Volume Discounts with 300% Conversion Rate Increase If You Implement Top Notch Nurturing

	0% Discount	25% Discount	50% Discount	75% Discount
Leads Purchased	1000	1333	2000	4000
Price Per Lead	$1	$0.75	$0.50	$0.25
Marketing spend	$1,000	$1,000	$1,000	$1,000
Conversion Rate	3%	3%	3%	3%
Closed deals	30	40	60	120
Commission Per Sale	$500	$500	$500	$500
Total Revenue	$15,000	$20,000	$30,000	$60,000
Total Profit	$14,000	$19,000	$29,000	$59,000
ROI	1400%	1900%	2900%	5900%

Effect of Real Time Lead Volume Discounts Without Top Notch Nurturing

	0% Discount	25% Discount	50% Discount	75% Discount
Leads Purchased	1000	1333	2000	4000
Price Per Lead	$10	$7.50	$5.00	$2.50
Marketing spend	$10,000	$10,000	$10,000	$10,000
Conversion Rate	3%	3%	3%	3%
Closed deals	30	40	60	120
Commission Per Sale	$500	$500	$500	$500
Total Revenue	$15,000	$20,000	$30,000	$60,000
Total Profit	$5,000	$10,000	$20,000	$50,000
ROI	50%	100%	200%	500%

ROI for Aged Leads vs. Traditional Marketing

ROI on Various $5000 Monthly Marketing Spends

Legend:
- Aged Leads
- Direct Mail
- Real-time
- Workshop
- Dinner Seminar

Y-axis: *Marketing Approaches*
X-axis: *Return on Investment* (0%, 100%, 200%, 300%, 400%)

- **Commission per sale = $500**
  - New agent can become top producer working aged leads in fraction of time required by networking, direct mail, and other marketing methods and can get started for fraction of the cost both on per lead basis and per campaign basis
  - Aged leads can turn marketing dept into revenue driver and not cost center

ROI Comparison: Various $5000 marketing spend options

	Aged 31-90 Day Leads	Real Time Shared Leads	Direct Mail	Free Report + Newspaper Ad	Free Education Workshop	Dinner Seminar
Amount	5000 leads	500 leads	4000 pieces	200 reports	40 attendees	40 attendees
Price Per Lead	$1	$10	$1.25	$25	$125	$125
Total Investment	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000
Conversion Rate	0.01	0.03	0.008	0.05	0.25	0.25
Closed Rate	50	15	32	10	10	10
Commission/Sale	$500	$500	$500	$500	$500	$500
Total Revenue	$25,000	$7,500	$16,000	$5,000	$5,000	$5,000
Total Profit	$20,000	$2,500	$11,000	$0	$0	$0
ROI	400%	50%	120%	0%	0%	0%

How to Get More From Aged Leads

- Right Leads
  - We've already established that...Aged Leads
- Right Sales Process
  - We've touched on that...
    - 5-7 calls
    - 2-4 emails
- Right Technology (Enforces the Right Sales Process)
  - Lead management software
  - Dialer
  - Texting solution
  - Email drip system
  - Lead nurturing

AgedLeadStore.com

What is lead nurturing and how can it make you big money?

Lead nurturing is building relationships with qualified prospects whether or not they are sales ready, with the goal of earning their business when they are ready to buy.

Only about 5% of leads are sales ready at time they fill out form online but 50% or more of them will buy at some point in coming weeks or months.

Agents mastering lead nurturing will benefit from better quality sales leads, conversion rate increases up to 300%, and huge revenue boost

Lead nurturing can generate lot more sales ready leads with no additional spending on lead generation

Lead nurturing increases the value of every lead you buy

Right Sales Process

- Organize and automate a consistent sales process
- Hire seasoned professionals
- Have effective calling script
- Offer ongoing training and tools (AgentNavigator, iliaa.org)
- Call, email, text, direct mail and use social media
- Listen, educate, build trust, and help
- Right product mix w/ right commission structure
- Multistate licensing with online application processing

AgedLeadStore.com

Right Sales Technology

Sales Lead Mgt (All-in-one)
- LeadsOnTrack.com
- Leads360.com
- InsideSales.com
- AgencyIQ.net

dialer / drip email integration

- **Dialers:**
  - ○ SalesDialers.com (email drip incl)
  - ○ MojoSells.com
  - ○ DialYourLeads.com
  - ○ CallFire.com
- Five9.com

* Get SalesDialers for $99/mo through Next Wave

AgedLeadStore.com

Email Software:
- **Streamsend.com**
- **Vinromainc.com**
- **icontact.com**
- **strongmail.com**

Texting Software:
- AdzMobilePlus.com

Recommended Action Plan

Foundation Needed To Make Most of Aged Insurance Leads Investment:
- Online application processing and multistate licensing
- Ongoing sales and insurance training – AgentNavigator.com, iliaa.org
- Organize and automate a consistent sales process
- Power dialer, Email drip system, and Lead management software – manage, nurture, track, and analyze

Action plan:
- Invest in 500 aged leads 31-90 days per week per agent (buy 1000 biweekly)
- Spend 3 hours per day dialing with 3 line power dialer 5 days/week (about 25 conversations/hr)
- Email the 1000 leads prior to calling (send at rate of 200 emails/day or less to begin with just to be safe)
- Put all leads into email drip and lead nurturing process to help you stay in touch

Expected revenue:
- 500 leads/wk x 1% conv rate x 5 days/wk = 5 deals/wk at ave $500 comm/deal = $2500/wk or $10,000/mo or $120,000 /year

Expected cost at bulk discount pricing of $.50 per lead for 31-90 day aged leads:
- Leads: 500 leads 31-90 days old per week 31-90 days old at $.50 = $250/wk or $1000/mo or $12,000/yr/agent
- Marketing automation: Dialer, email drip, texting, lead mgt software $200/mo or $2400/yr
- Customer Acquisition Cost: $60 ($300/wk spend produces 5 new clients)

Expected profit at bulk discount pricing:
- revenue minus cost of leads minus cost of technology = $2200/wk profit = $8800/mo = $105,600/yr profit
- Annual ROI: $105,600 profit on $14,400 investment = 733% ROI if include tech cost or 880% if leads alone

How Can AgedLeadStore.com Help?

- We empower you with access to Self-service, On-demand Insurance Leads 24/7 in 3 easy steps:

1. Search health and life (auto too soon) insurance leads by...
    - zip code, area code, city, county, or state
    - Consumer age range
    - Risk type
    - Lead age range
2. Purchase leads online matching ideal customer profile
3. Retrieve leads instantly in orders area of site

Questions?

Troy Wilson
AgedLeadStore.com
(949) 861-3122

troy@nextwavemarketingstrategies.com