

6 Ways to Close Leads Faster (and Easier) than Your Competition

Discover the Secrets of Closing Internet Insurance Leads

asapQuotes



Introduction

You know your sales are out there.

You've been using the internet to generate insurance leads, and your inbox has been filling up with prospects. But, are you seeing extra profits with those extra leads?

If you aren't closing those sales, your dollars are going to waste- and your sales process may need an upgrade.

If you need to take your sales presentation to the next level, here are six strategies that top producers use to maximize their lead closing ratios – and submit more apps.

- ✓ Make Sure Leads Know who You are First
- ✓ Perfect Your "Pitch"
- ✓ Add Value to Your Communications
- ✓ Customize Your Pitch for All Prospect Types
- ✓ Use Technology to Speed Up Sales
- ✓ Create a Virtual Office

Make Sure Leads Know Who You Are FIRST

Consumers today are using the internet to do their own insurance comparison shopping, before they buy or even talk to an agent. That means a percentage of your leads *are not exclusive*. Your competition has just as much access to prospects as you do.

Be the first one to make contact.

You may not be the only agency out there, but you can be the first one to call. It's vital you watch your inbox like a hawk and are prepared to call leads immediately.

Even the best leads in the world are no good if you don't follow up with them. As a rule of thumb, try to personally call each internet lead within 12 hours of receiving. That way, you can determine their needs up front and whether or not you can continue the sales process further.

Speed counts.

Your potential clients want to feel like their business is your top priority. Will they get that feeling from an email sent days after their request for information? Your virtual customers are most likely expecting a response at internet speeds. **Try to make contacting all prospects in 12 hours your goal.**

ADDED BONUS:

Enroll in an online marketing program that instantly delivers leads to your inbox when a quote is requested. You can touch the prospect while they are *still on your site, looking at your information*. This sets the stage for an online, over the phone sale. No appointment necessary.

Perfect Your “Pitch”

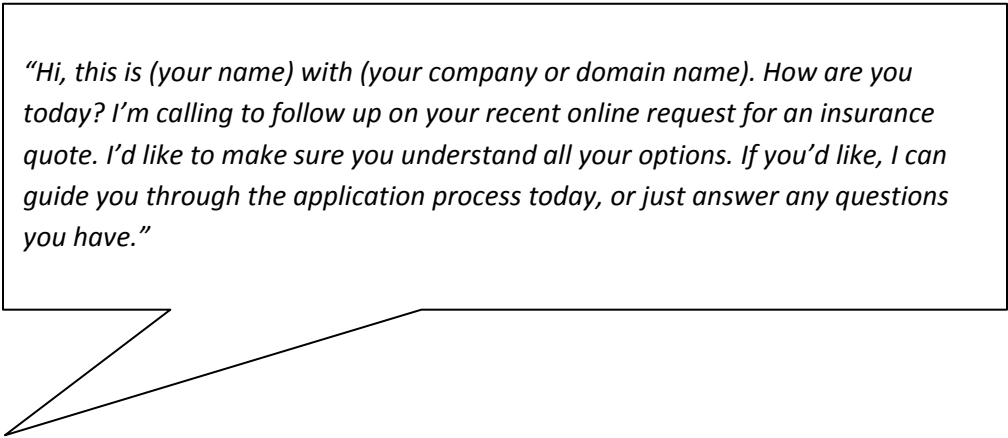
Put yourself in the prospect’s shoes.

Do you feel comfortable making a big purchase from a complete stranger? Neither do your prospects! After you make initial contact, building trust with your prospect is crucial.

When you have a prospect on the line, you must immediately establish:

1. Who you are and/or who you represent
2. You are contacting them in response to a request *they made* for an insurance quote
3. Your offer to help explain plan details and answer questions.

Sample pitch:



“Hi, this is (your name) with (your company or domain name). How are you today? I’m calling to follow up on your recent online request for an insurance quote. I’d like to make sure you understand all your options. If you’d like, I can guide you through the application process today, or just answer any questions you have.”

Sure, computers and the Internet can generate leads for you but they can only go so far. Prospects will always have a need to speak with an agent to help figure out what they need while evaluating their options.

ADDED BONUS:

Utilize follow-up emails to add punch to your pitch by saying: “Let me help you understand the proposal I just emailed you.”

Add Value to Your Communications

An effective value proposition will draw your prospect's interest and summarize why they should purchase your insurance. Spend some time thinking of your own value proposition by answering common questions such as:

- What's in it for me?
- Why should I buy from you?

Don't be afraid to provide specific examples of customers you have helped in the past. These serve as tangible illustrations of how you have delivered value and make you more believable.

You should include your value proposition with each communication.

Your prospects may not have time to talk on your first call, or you might get their voicemail. Be prepared to make the most out of the time that you have – no matter how brief. Be sure to leave a clear voicemail and send a follow up email with your contact information.

Once you gain a better understanding of what is important to your prospect, use that information to tailor your presentation to meet their needs. Take every opportunity to tell your prospects specifically how you stand apart from other agencies.

ADDED BONUS:

Give prospects an *incentive*: tell them you are in the unique position to let them in on a special rate or plan. This way, they are more likely to feel like they'll be missing out by not buying from you.

Customize Your Pitch for All Prospect Types

Sometimes you may find your inbox will be stuffed with Internet prospects, all in a different stage of buying. Some are 'tire kickers' and some are urgent buyers, looking for a few quick answers before getting down to the application.

Take time to understand each prospect and their buying timeframe so you can prioritize your follow up accordingly.

- If you have a website, direct your newsletter clicks to it and use your database to re-generate leads.
- If someone buys a policy, send updates about other products that you can cross-sell and offer incentives for them such referral discounts for friends or relatives.
- Save valuable time and energy by creating templates of emails that you can quickly send out for repeating situations.

ADDED BONUS:

Tire kickers *can* turn into buyers: send out periodic email newsletters to keep your brand fresh in their mind.

Use Technology to Speed Up Sales

Time is a critical factor when selling to insurance leads. In fact, **the majority of prospects will go with the first person they speak with.**

After you've gathered your prospect's information, email those rates and plans *immediately*.

- Try online services that allow you to instantly generate a proposal for all the carriers you represent. You should be able to access all carrier brochures and applications.

Providing prospects with this wealth of instant, relevant information helps create an educated consumer - one who will be easier to sell to when you call.

- Save time with programs that let your clients apply online or download and print carrier applications with your agent information pre-populated on the PDF.

Creating professional, information-loaded proposals quickly sets you apart from your competition *and* gives your clients a positive buying experience. You'll be making profits *and* saving valuable time.

ADDED BONUS:

If your carriers have an electronic application, ensure your sale by staying on the phone with the client until they have completed the process. Clients will also appreciate your time and assistance in case they have questions along the way.

Create a Virtual Office

If your website is powered with online insurance quoting tools like Norvax's Quote Engine, your agency will be open 24 hours a day. Keeping on top of this stream of leads is crucial to selling more policies.

Fortunately, there are several advanced tools available that enable insurance agents to simplify and speed up the sales process through lead management systems.

BrokerOffice, a web-based tool offered by Norvax, allows agents to manage their customer and prospect databases wherever there's a computer. If you are an independent agent and a frequent traveler, you'll be able to monitor and contact your leads from anywhere your travels take you.

ADDED BONUS:

Your website might be the first place a prospect comes in contact with your agency. Complete your virtual office with a professional-looking site. A good website secures the prospect's impression that you are an experienced agency they can put their trust *and* their money in.

Summary

There's Always Room for Improvement

As you know by now, the Internet is a rapidly growing source of insurance leads, offering a wealth of potential profit just waiting to be seized.

In order to effectively maintain and close leads (before your competition does) you must streamline your sales process. This includes reaching leads first, demonstrating a clear value proposition, tailoring your approach to each lead, making the most of available technology and tools and making yourself accessible at all times.

As you call, sell and close your Internet health insurance leads, always criticize yourself and ask what you could do better next time. Evaluate and measure which techniques work and which do not – then continually adjust your approach until you've got a tried and true, winning process that delivers you top sales numbers.

About ASAP Quotes

ASAP Quotes is a leader in providing high quality health insurance leads to top performers in the insurance industry. The company was founded with more than 20 years experience as agents, brokers, medical billing, and insurance specialists with one goal in mind: to help generate a premier source of health insurance leads for other agents within the industry. The highest quality insurance leads, combined with our no minimum order policy, ensure you get exactly what you need for building your success.

ASAP Quotes insurance leads are generated by search engine marketing, so we put you in touch with genuine health insurance shoppers looking for coverage. We specialize in Shared and Exclusive health insurance leads, along with Medicare leads - the fastest growing segment in the industry. Our leads are never incentivized and are automatically filtered at no extra cost. Our generous return policy allows you to return an invalid lead within 10 days for an immediate replacement credit.

For more information on the ASAP Quotes lead program, [click here](#).

For more information on the Norvax Quote Engine, [click here](#).