SECURE AGENT MARKETING

HOW TO GET LEADS WITH A 100% CONTACT RATE

LET'S GET STARTED

Want to increase your revenue? Of course you do. Telesales is the key to scaling and leveling up your business. Consider this resource your guide to telesales.

THE LEADS SCALE

All leads are different, and you have to find what works best for you. Each lead type brings a different level of quality, contact rates, and method of follow-up. Here are the three primary forms of leads:

OUTBOUND DIALS

Facebook, Google, SEO, Internet, YouTube, and Aged Leads will require you to pick up the phone and call. If you're a power dialer, these are for you. They may have a lower contact rate, but they can have your branding and be your asset!

CALL BACK LEADS

The perfect happy medium between outbound dials and live transfers when it comes to quality. These leads have been previously contacted and are ready for follow-up - you'll even know what time of day is best for them: morning, afternoon, or evening.

LIVE TRANSFERS

The holy grail of contact rates. These leads have a 100% contact rate because all you have to do is answer! The world of live transfers can be brutal to get into, but we've made it easy. This resource will provide all you need to know to get in the game.

LIVE TRANSFER TERMINOLOGY

If you're trying to get into live transfers, you need to know the basic terms to make it. So consider this your live transfer glossary.

ANSWER RATE:
The number of calls you're answering versus the number of calls you're sent.

AVAILABLE HOURS:
This is the time frame you have allocated to sitting down and answering calls, not necessarily your hours of operation.

BILLABLE RATE:
The number of calls you've taken that go beyond the buffer time (billable) versus the number of calls you've been sent.

BILLABLE TRANSFERS:
A transfer that surpasses the buffer time is deemed billable, and as a result, you will be charged for that transfer.

BUFFER:
The amount of time you have to qualify the lead before it becomes billable.

CAP:
The number of *billable* transfers you can take. This number is dependent on your budget.

CONCURRENCY:
The number of transfers you can take at once.

COLD HAND-OFF:
The phone rings, you answer, and it's time to start qualifying. The buffer can be intimidating. We'll show you our sample script in the next section.

STATE COVERAGE:
The states that you'll be working.

TALK TIME:
The duration of the call.

WARM HAND-OFF:
A transfer from a transferring agent who will provide name, DOB/age, and location before handing off.
**Currently only pertains to Final Expense*

SAMPLE SALES SCRIPT

The script below captures the first 30 seconds of a call. This is a sample script, so make it your own, but the buffer's purpose is to qualify the lead so you know if you want to continue. Proper qualification is the key.

CALL RINGS IN...

AGENT: Hello, this is [NAME] with [COMPANY]. Thank you for connecting with me today. Who do I have the pleasure of speaking with?

LEAD: This is "Renetta Jones".

AGENT: "Mrs. Jones", thank you for connecting with me. I'm a licensed Medicare agent, and my goal is to help you with your Medicare options. I have a few questions to ask, so if you're okay with it, I'm just going to get those out of the way.

First thing, can you confirm your date of birth for me, please?

LEAD: October 4, 1954.

AGENT: Thank you for that...and do you currently have Medicare Part A and B?

LEAD: Yes, I have Medicare.

AGENT: Excellent.

These first 30 seconds will help to determine if you're moving on or moving forward. You need to be fast to save yourself from unnecessary billable transfers. If it's not the right fit, here's a fool-proof system to politely wrap the call:

AGENT: "Mrs. Jones", because "_____" I'm unable to assist you personally any further. Thank you for your time. Have a great rest of your day!

HERE'S WHERE WE COME IN :

Live transfers are typically not an option for an independent agent. You have to have several agents working for you, and you will need to be licensed in several states to start taking transfers. Well, great news - that's no longer the case! Introducing...Level Up Leads, the future of live transfers. How is this different from the industry standard? Let us show you.

	INDUSTRY STANDARD	LEVEL UP LEADS
BUFFER	90 SECONDS	120 SECONDS
STATE COVERAGE	10 STATE MINIMUM	1 STATE MINIMUM
CAP	10/DAY MINIMUM PER AGENT	1/DAY MINIMUM PER AGENT
AGENT NUMBER	MINIMUM OF 6 AGENTS	MINIMUM OF 1 AGENT
CONCURRENCY	6-10 MINIMUM	1 MINIMUM

WANT MORE PROOF?

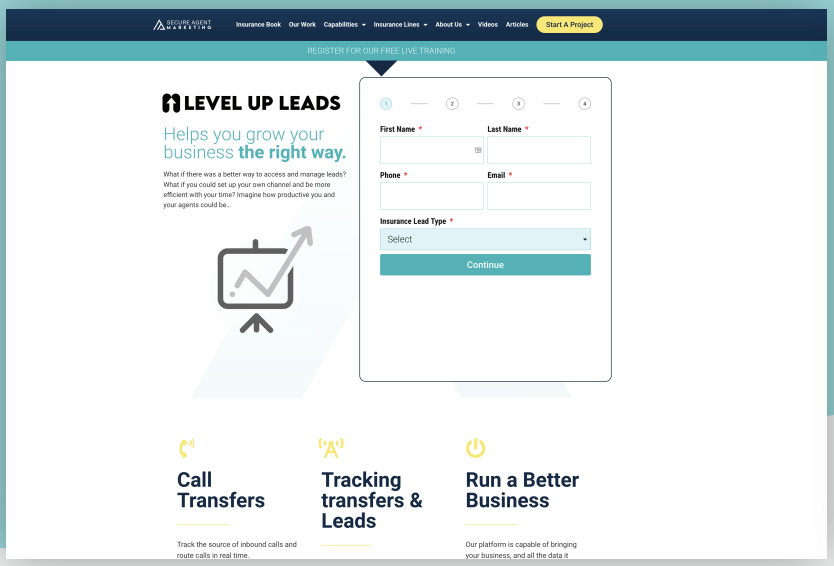
Here's how we directly compare to our competitors.

	COMPANY 1	COMPANY 2	LEVEL UP LEADS
BUFFER	60 SECONDS	90 SECONDS	120 SECONDS
CAP	10/DAY MINIMUM *per agent*	1/DAY MINIMUM *per agent*	1/DAY MINIMUM *per agent*
COST	$50/TRANSFER	$45/TRANSFER	$40/TRANSFER
LOCATION	OFFSHORE	OFFSHORE	OFFSHORE

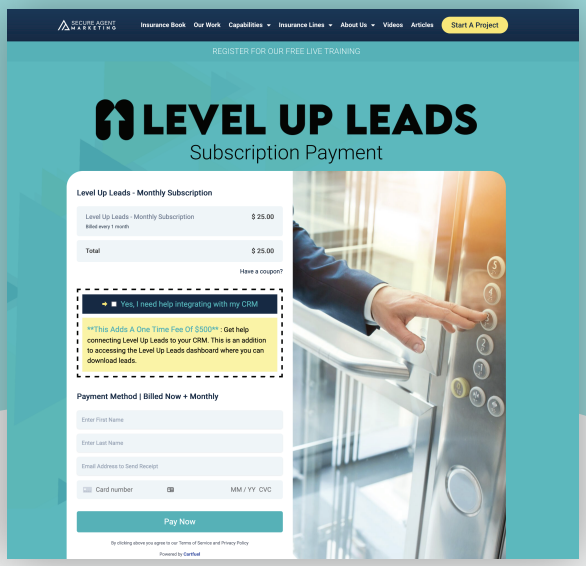
SET UP YOUR ACCOUNT

Ready to level up ? Scan or click the QR code and follow along as we walk you through the key steps.

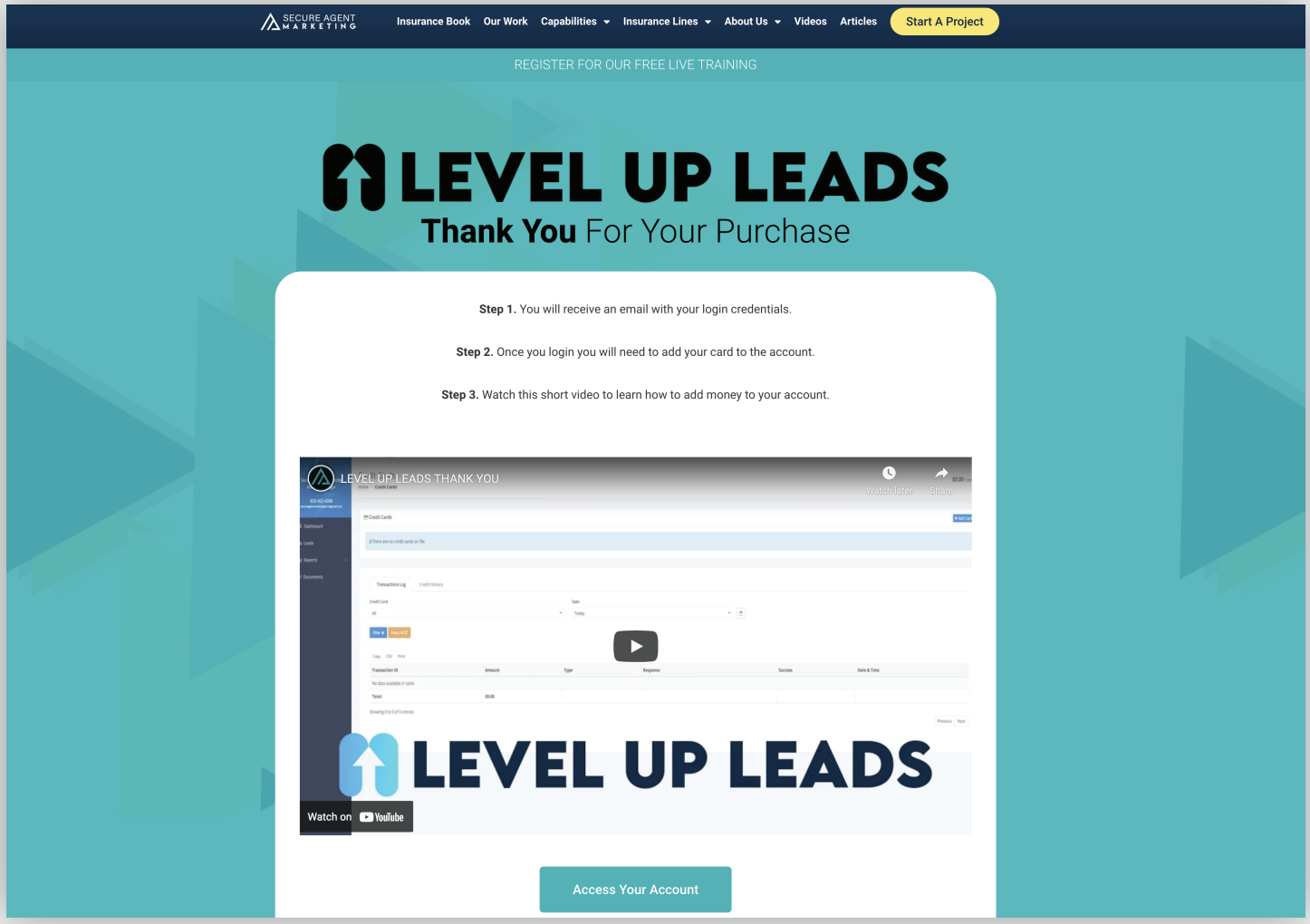
STEP ONE: CREATE AN ACCOUNT



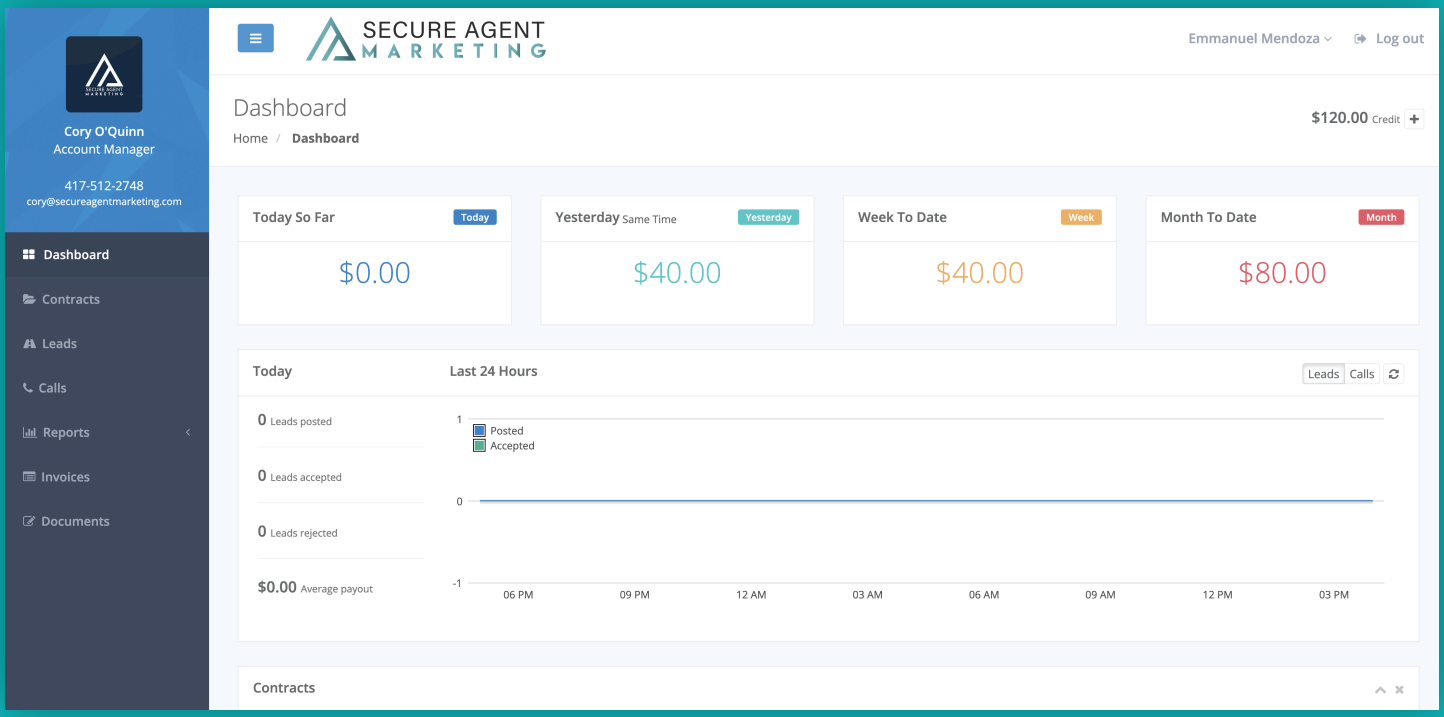
STEP TWO: PAYMENT



STEP THREE: WATCH OUR VIDEO TO LEARN THE SYSTEM



STEP FOUR: LOGIN AND GET STARTED!



LET'S GET STARTED

We want to see you win - and telesales is a key part of that. Let's partner to create a strategy tailored to you and your business. Scan or click the QR code to book a FREE appointment with one of our strategists.

@secureagentmarketing