

LIFE AND
HEALTH AGENT
RECRUITING
LEADS



Voice Leads
For Insurance Professionals

OVERVIEW

- TELEMARKEDED LEAD USING ONLY LIVE OPERATORS
- CUSTOMIZED PROGRAM BASED AROUND YOUR RECRUITING GOALS
- WE DELEVER ONLY INTERESTED, PRE-SCREENED AND VETTED AGENTS WANTING TO LEARN MORE ABOUT THE PROGRAM, CARRIER, OPPORTUNITY, ETC.
- ABILITY TO GENERATE A MINIMUM OF 150 LEADS PER WEEK
- GENERATING LEADS CURRENTLY FOR MANY A-RATED CARRIERS, AGENCIES AND FMOs

TYPES OF CALLS

- NEW CARRIER PRODUCT CALLS
- INVITATION TO AN OPPORTUNITY MEETING/SEMINAR OR ONLINE MEETING
- NEW SALES/CAREER OPPORTUNITY
- PRODUCT SPECIFIC CALLS
- CURRENT MARKET TRENDS

CALL PROCESS

- THE GOAL OF OUR CALL IS TO EDUCATE THE AGENT ABOUT THE OPPORTUNITY WHILE VETTING THE AGENT ACCORDING TO YOUR FILTERS
- WE WANT TO TEE UP THE CALL AS HIGH AS POSSIBLE AND GENERATE GENUINE INTEREST SO YOU ARE ABLE TO ACHIVE YOUR RECRUITING GOAL

POPULAR FILTERS

- INDEPENDENT AGENT NOT CAPTIVE
- HAS WRITTEN BUSINESS THIS YEAR
- HAS AN ACTIVE HEALTH OR LIFE LICENSE
- SPANISH SPEAKING AGENTS
- WRITES A SPECIFIC PRODUCT
- HAD A LICENSE A SPECIFIC PERIOD OF TIME
- SPECIFIC CALL BACK TIMES WITHIN 24 HOURS
- STATE SPECIFIC TARGETING

LEAD INFORMATION

- NAME
- EMAIL
- PHONE
- NOTES ABOUT CALL
- CALL BACK TIME AND DAY
- STATE
- PRODUCTS SOLD
- ACTIVE LICENSE
- ABLE TO ADD OTHER NEEDED INFO

QUALITY CONTROL

- EVERY CALL IS REVIEWED BY STAFF TO ENSURE QUALITY BEFORE SENT TO CUSTOMER
- MY AGENTS ARE WELL VERSED IN INSURANCE TERMINOLOGY AND CAN HOLD AN INTELLIGENT CONVERSATION WITH AN AGENT
- I HAVE DAILY MEETINGS WITH MY STAFF TO DISCUSS THE DAY BEFORE AND FOR OPPORTUNITIES TO LEARN AS A GROUP

BENEFITS OF PROGRAM

- ABLE TO CALL BACK ONLY HIGHLY QUALIFIED CANDIDATES
- ABLE TO CALL CANDIDATES THAT ACTUALLY PRODUCE BUSINESS
- WE ARE CAPABLE OF SENDING HUNDREDS OF LEADS EACH WEEK
- NO COMPETITION - OUR CANDIDATES ARE NOT ACTIVELY SEARCHING ONLINE FOR AN OPPORTUNITY
- OUR TYPES OF FILTERS ARE UNMATCHED IN THE INDUSTRY

PRICING

- EVERY CAMPAIGN IS DIFFERENT BECAUSE ITS UNIQUELY CREATED BASED ON YOUR RECRUITING GOALS.
- PRICING IS BASED ON LEVEL OF DIFFICULTY
- CAMPAIGNS START AT \$40 A LEAD
- PRICING INCLUDES USE OF OUR DATA WHICH IS THE BEST IN THE COUNTRY FOR INDEPENDENT LIFE AND HEALTH AGENTS