

Phone Objections

When purchasing leads it is realistic to expect an average of 20%-25% closing ratio on the leads you have purchased over time. It is unrealistic to expect these kinds of results on one lead order. The reason for this is because it will take time to build a backlog of leads for which you should gauge your results.

Our most popular lead is the telemarketed lead. The telemarketers job is to create enough interest so the prospect will provide enough information for an agent to call back. Below are the most common objections with suggestions on how to handle them. It is important not to put the prospect on the defensive or ask them questions they may not know the answer to, such as, what kind of insurance do you have now? A lot of our prospects have insurance but have no idea if it's term, universal life or whole life.

Objection: I already have insurance.

Suggestion: That's great. In fact, that's why I called. One of the services my agency provides is making sure you have the policy that's right for you and your family. It only takes about 5-10 minutes and 80% of the time we tell people that they have great insurance and they did a good job protecting their family. But 20% of the time we show people how to save money on what they have or show them how to get more insurance for what they're already spending. (Prospect Name), I'm sure you're like most of the people I speak with and you want to get the biggest bang for your buck. Right? Great! (Prospect Name), One of the reasons I was calling today is because I'm going to be in your area tomorrow and the next day and I **NEED** to schedule a 5-10 minute get together with you to show you your options. (Prospect Name), which day is better for you, tomorrow or the next day?

Objection: I'm not interested.

Suggestion: I know. That's why I called. (Prospect Name), most people are interested when they speak to my associate and give them all their information. Then they get to thinking about it and they think it's too expensive.

Unfortunately, they never really learn how affordable it is to make sure their family doesn't have a financial burden. (Prospect Name), is that why you were interested in the first place, to protect your family?

If yes: I thought so. One of the reasons I was calling today is because I'm going to be in your area tomorrow and the next day and I **NEED** to schedule a 5-10 minute get together with you to show you your options. (Prospect Name), which day is better for you, tomorrow or the next day?

If no: Next call.

Objection: I can't afford anything.

Suggestion: Actually, that's why I called. A lot of people think it's really expensive to protect their family and it really isn't. (Prospect Name), who would be your beneficiary if you were able to get a policy at this time?

Answer: (Beneficiary Name)

So that probably means (Beneficiary Name) is also the one that's going to be responsible for all your final expenses, right?

If yes: well maybe it would be a good idea if you, (Beneficiary Name), and I got together for a couple minutes so I can show you how to make sure (Beneficiary Name) doesn't have to pay thousands of dollars for your final expenses. **(don't pause)** In fact, I'm going to be out your way tomorrow and the next day. Which day would be better for both of you?

Objection: I thought they were going to send me something.

Why can't we handle this on the phone?

Suggestion: I know. That's why I called. I know it's important to you to protect your family or you would have never given all your information to my associate. We represent all the top companies in the industry and the ones that have the lowest premiums insist that we meet you face to face. We're not like the commercials on TV that charge high premiums and if you die in the first 2 or 3 years, your family get very little. (Prospect Name), you probably want the best policy that money can buy. Right?

If yes: great! One of the reasons I was calling today is because I'm going to be in your area tomorrow and the next day and I **NEED** to schedule a 5-10 minute get together with you to show you your options. (Prospect Name), which day is better for you, tomorrow or the next day?