

AgentInsider® Lead Reads

A series of white papers by the lead-industry experts at AgentInsider®

6 MISTAKES

That Insurance Agents
Make with Online Leads



6 Mistakes that Insurance Agents Make with Online Leads

Are you purchasing online insurance leads? If not, you could be left behind. The online insurance lead industry is growing exponentially as more and more agents are recognizing the critical role that lead providers are playing in their growth. Working with a lead provider can ensure a steady stream of prospects for your business.

So the question is: How can you profit from internet leads? The short answer: Have a solid process in place before you get started!

We've compiled a list of the 6 biggest mistakes that insurance agents make when buying online leads.

1. Agents wait too long to respond.

We recommend contacting the consumer within 5 minutes of receiving the lead. If you call and/or email the consumer quickly, you are 100 times more likely to make contact than if you wait 30 minutes. These consumers will probably be contacted by multiple agents, and each is eager to sell a policy. If you can respond quickly, you can improve your odds of making the sale.

2. Only 1 attempt is made to contact the consumer.

Try, try again! If you cannot make direct contact with the consumer on your first attempt, keep trying. A recent study by Leads360 shows that an astounding 50% of leads are never contacted beyond the first attempt. Without a proper follow-up process in place, you could be letting valuable prospects fall through the cracks.

Keep these facts in mind:

1. Contacting the consumer immediately after you receive the lead will result in higher contact rates.
2. Follow-up calls should be made between 4pm and 6pm on Wednesdays and Thursdays. (InsideSales.com/MIT Lead Response Management Study 2007)

6 Mistakes that Insurance Agents Make with Online Leads

3. At least 6 contact attempts result in the maximum possible contact rate—approximately 93%. (Leads360)

3. Only 1 method of contact is used.

Be sure to contact consumers through phone and email. Maybe even through texts. Consumers vary with how they want to be contacted, and you may be letting warm prospects fall through the cracks if you don't mix it up. When the consumer responds, your response should be through the same method.

4. Agents give up too soon.

You've got to give it time! It's not uncommon for agents to buy 10-20 leads, have a low close rate, and then quit. It will take more than a few dozen leads to refine your process and measure your success.

Agents that have made the decision to invest in Internet leads will tell you that it's a critical marketing effort in growing their business. But it didn't happen for them overnight. There's no "magic bean" when it comes to prospecting, and internet leads are no different. Practice makes perfect, and with time, you will refine your strategy and gain experience with Internet consumers.

5. Agents think every lead should be perfect.

Let's face it, it's the Internet. Not every lead that you receive is going to be perfect. A good lead provider will do its best to weed out the bad stuff, but they won't be able to catch everything. If you get a lead with a bad email address, try the phone number. If the street address is a few digits off, Google it. With a small amount of effort, you can save a prospect and gain a sale. After all, not every agent is going to go through the work of researching the lead, minimizing your competition. And if the lead is truly bad, the lead provider should honor your request for credit.

6. Unrealistic goals are set.

Be realistic when setting your goals, especially at first while you refine your process. A typical close rate for new agent starts at about 5%. With practice and a disciplined process, you can expect your close rates to continue to climb, perhaps even double or triple. But even at 5% close rate, the numbers could work for you when you include the cross-sell, the policy renewal, and referrals.

What's the Bottom Line?

It's important to remember that you're buying an opportunity, not a sale. Agents must have a disciplined contact strategy in their office for working the online leads in order to be successful. Have meaningful conversations with your prospects and guide them through the buying process. They'll appreciate the effort and you can guarantee yourself a long-time customer.

Who is AgentInsider?

AgentInsider®, a top online insurance lead provider, was recently rated #1 in the industry by Leads360 for its contact rates. Known for their flexible real-time lead program, AgentInsider offers agents complete control of their account settings. With 24/7 account access, you can adjust your target market, lead volume, and lead types at any time. Plus, there are no sign-up fees or contracts.

If you would like to learn more about how the AgentInsider® Lead Program can help you grow your business, call 866-892-4080 or visit www.agentinsider.com. Representatives are available Monday through Friday from 7am to 5pm Pacific Time.