

The Bill Levinson FOCUS



Sponsored by
Levinson & Associates

Bad Leads... Are They Wasting Your Time?

Bill L. Levinson

Let's face it.... 99% of the leads on your desk are practically useless. They're unqualified, uninterested, and sometimes even angry you dialed their number. You have a closer relationship with their voicemail than you do with the lead itself.

It's an unfortunate state of affairs that's so common that many agents have either given up or accepted it as the new normal.

The downhill ride seems to start with how leads are generated in the first place.

Most agents are led to believe that they'll be receiving only "qualified" prospects; when in fact the consumers are simply incentivized to receive a quote (gift cards, discounts or other perks).

Sometimes, the people you're contacting don't even realize they requested a quote at all! That's because, in many cases, names are sold to several companies in various industries.

It shouldn't be this way. And it doesn't have to be. Some agents have taken the time to educate themselves by researching these so-called marketing companies and how they are generating leads. Some even figured out how to get rid of those bad leads altogether.

At Levinson & Associates, for example, all active agents can access our exclusive turn-key telesales platform, supplying them with sellable, real-time, and prequalified leads from people who requested assistance.

Agents using our telesales platform close as many as 21% of the leads they contact!

If you, like many agents, are fed up with your current marketing options, consider switching to a more reliable lead source. You shouldn't have to speak to someone who has no interest in speaking with you, simply because they were offered a gift card. •

Bill L. Levinson is the managing partner of Levinson & Associates, a national life and annuity IMO since 1972 found online at www.carylevinson.com.

