



What you need to know about leads & “Leads-Pro” leads

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About Us

Financial Media Group (the creator of Leads-Pro) is the premier provider of marketing services for over 300 of the country’s most reputable financial institutions. Institutions such as IMO’s, FMO’s, BD’s and Carriers come to us to help them reach their recruiting objectives, and to help their agents/advisors meet their sales goals.

Our latest solution - Leads-Pro, is the industry’s most anticipated new productivity solution, answering the demand for quality, targeted leads. Unlike other lead based systems, Leads-Pro doesn’t stop at just leads. We recognize the need that agents and advisors have for a complete solution – a solution that includes marketing, communication and key sales resources.

By arming our users with a complete solution and a suite of valuable tools, we help close the distance between them and the sale.



You Need Leads

Everybody wants the lead that’s ready to buy. But let’s face it – the availability of real leads - people that have “raised their hand and are ready to spend” are few and far between. Just locating a legitimate lead of this nature is difficult, and if you do locate one, the competition to close the lead is often fierce. In fact, it’s not unusual for several or more agents to have received the same “lead”. You need to understand that for “lead” companies it’s often not realistic (or financially viable) to sell a lead of a “ready to buy” prospect to a single agent. Particularly if that lead represents an individual “ready” to drop 200K into an annuity, and you want to pay 20 bucks for the lead. If you’ve ever worked with such leads, then you know exactly where I’m coming from. You’ve likely been over promised, and under delivered.

So the truth of the matter is, you need to look at all viable options for filling your sales pipeline, and having just one tool is usually not going to ensure you hit your goals.

At Leads-Pro we understand that everyone has a budget, and we know that for most agents that budget has to stretch as far as possible to help drive new prospects into their pipeline. You want value and you want quality for the dollars you have to spend. With all that said, the fact still remains –you need people to talk to today. So what do you do?

Leads-Pro provides you with a legitimate, affordable option that can get you in front of targeted leads today.

For as little as \$.37 cents per lead, you can locate people who are financially responsible, money minded, and who are fantastic people to talk to about your products.

We even give you “consumer freebies” that you can use to create interest, and help open the door and make that sale.



The Phone Works, but “Cold Calling” is a Waste of Time

One of the most tried and proven ways to get in front of more people and ultimately make more sales is to pick up the phone. To be successful as an agent/advisor, you’ve got to pick up the phone.

There’s a right way and a wrong way to do anything, and calling prospects is no different. As an example: If you were to pick up the phone book and begin calling numbers, you would be cold calling into all consumers and businesses with a listed phone number. You’d be reaching out to just about everybody; random people ranging from people who may not even speak English, to 18 year olds who just rented an apartment, to businesses with just one employee. Without filters or logic behind who you select to call, you dramatically reduce your odds of success.

This type of traditional “cold calling” is burdened with excessive “noise”, (or highly irrelevant prospects), and you’ll likely be wasting a lot of valuable time in trying to connect with the “right” prospect. The fact is, the majority of these people are not “good” prospects to talk to about insurance or financial products.

What if you could eliminate all of this “noise” by using a simple tool that narrows the focus?



“Warm Calling” is Born

Leads-Pro removes up to 99% of the “noise”, by utilizing the most sophisticated consumer and business modeling techniques ever made available to the financial industry. We effectively eliminate irrelevant prospects, and deliver only the most targeted consumer and business prospects – prospects that have been hand picked for you, and the products that you sell. Further more, they are located within the vicinity that you specify.

Traditional cold calling is dead and Leads-Pro is pioneering the new era of “Warm Calling”. Warm calling is a much smarter way of using the phone to create new opportunities and is being adopted by newly licensed agents and veterans alike.



What you need to know about Data

Leads-Pro's leads are "data driven". This means, the foundation of the lead is based on various pieces of relevant demographic information collected about specific individuals or businesses.

To fully understand the value of a Leads-Pro lead, you need to understand a little about data.

These days, just about everything you do yields valuable information about you

Our information originates from as many as 80 or more different sources, including:

Retail stores, online websites, credit bureaus, public records, mail order info, telephone companies, and even the census bureau.

This information may be further enhanced and appended to include additional information acquired by specialist data firms. For instance, one company may specialize in knowing what magazines a consumer subscribes to, whereas another company may specialize in knowing how much they paid for their home. Another might offer data on investments owned, and another might just append phone numbers that have been recently connected.

This information sheds great light on the mentality of an individual, their purchasing power, their buying habits, their interests, passions and more, which is why the most powerful companies in the world buy such information on you and I daily.

Finally, the data is filtered, formatted and scrubbed. It is even put through advanced address hygiening like NCOA which verifies address deliverability and validity, CASS, or DPV validation (similar technologies) and then even scrubbed against the DNC (Do Not Call List).

The outcome of all of this processing is the ability of our users to select and build prospect lists of highly targeted and qualified consumers and businesses.



Leads-Pro Takes It Further

Imagine if you didn't have access to a customer who was ready to buy (and most of us don't), but you could cherry pick the ideal person to talk to about your products by tapping into their mindset, attitude, perspective, and buying habits. Imagine if you could gain access to this type of person, and you could do it for as little as \$.37 cents. What if you didn't have 10 other agents fighting for this person's business?

That's where Leads-Pro comes in.

Leads-Pro has targeted leads for agents and advisors who sell annuity products, life insurance, med supp, final expense, business, health, p&c, and more.

Leads-Pro works directly with the largest compiler in the world (Info-Group) to buy data in massive quantities, and then adds many of its own financial industry specific models, filters, and processes to

yield the highest quality end lead possible. We work with the best analytics and marketing experts to get you the finest data there is, period.

Leads-Pro looks at finite detail on consumers and small businesses such as:

- Demographics Indicators (Age, Household Income, Children Present, Marital Status, Mortgage Amount, Etc.)
- Lifestyle Indicators (Magazines they subscribe to, Hobbies, Interests, Etc.)
- Transactional Data – Things people have bought or done
- Investment Potential Indicators – proprietary factors to indicate investment interest

The system further enables you to identify by zip code, exactly where you want your leads to be located. Looking for leads 1 mile from your house? Leads-Pro has you covered.



Other Lead Programs Fall Short

There are many types of lead programs available and not all are created equal. Truthfully every lead program/type out there has its pros and cons. There are no “silver bullets” or miraculous miracle sales pills available in this industry. To be blunt – you’ll need a combination of the right tools, hard work, and the ability to learn how to use the tools to put them to work for you.

Many lead programs over promise and under deliver.

Many companies claim that they have access to people who have “raised their hand and asked to be called”, and whom are ready to spend big bucks with you today. In the end, you often find that 10 other agents have contacted them prior to you, and they definitely aren’t pre-sold for you. No matter what, there’s always allot of work to convert them to a client. Often in the end, you’re left paying good money for a lead that never panned out, and the only person who made any money in this scenario was the lead company.

Here’s a question – why would you pay more for this type of lead when you can get something (which we feel is better) for \$.37 cents through Leads-Pro?

Let’s take a moment to review a few of these types of programs.

- **Web Leads** – Web lead partner websites often offer great things to consumers like iPods, free trips, Xbox’s, simply to get the consumer to fill out a form about themselves. These forms or “leads” are then sold to web lead companies. Other types of sites offer things to consumers you’ll never be able to deliver, such as ultra low premiums on policies, 10 quotes from the top carriers in the industry, etc.

On the surface, web leads sound very appealing to agents, because they are often misunderstood as “leads that raised their hand and asked to be contacted”. In the end, most agents end up disappointed, because more often then not, these leads are resold to many agents, and then resold later to resellers. Agents who call, often get “I told you people not to call me anymore” and very rarely, convert to a customer.

Consumers these days use the internet to fish for information. Basically, they do their research by digging around on the web, and love to use up your time to get their education. In the end they will work with a local agent, or put their money somewhere else. If you've ever used a web leads provider, then you know the truth. If a web lead company truly had somebody who was ready to buy, do you think they would sell the lead for \$20.00 to just you? More likely, they would probably sell it to the carrier who manufactures the products direct for about \$1,000.00.

- **Direct Mail Leads** – Let's face it. direct mail Works. Generally to play in this space, you need deep pockets, because direct mail isn't cheap. If you've got the budget, do it! However, know that your typical direct mail program yields a 1-2% response rate (depending on timing, your offer, the messaging, the delivery, etc., etc.), and it takes a minimum mailing to yield this return.

For instance, if you do a 2,000 piece mailing in your community, you can easily expect to pay roughly a thousand dollars or more. Direct mail programs are often complicated to setup and to truly yield a good response rate from. To be effective you need expertise in writing and design (You need a strong value proposition, call to action, special offer, a well designed layout, and more.) You'll also need some patience – lead turnover from a direct mail campaign can stretch into 4-6 weeks.

- **Seminars** – Also great, if you have \$5,000, a great central location, and an event coordinator to plan it all (you don't have the time, trust me!) You will also need a direct mail campaign to promote this event. Seminars usually pan out fantastic leads, but most agents who play in this space have been in business for ten plus years and have a massive marketing budget, and a staff who can help execute the event.



The Bottom Line

The key to success with sales lies in getting in front of more people, consistent activity, and utilizing the right tools to help fill your pipeline. You're going to have to pick up the phone and reach out to new people to help grow your business, but you need to do it in an intelligent, efficient manor.

Leads-Pro provides a turnkey solution to help you achieve your sales goals, at a price you can easily afford. It's simple, and it works. But don't just take it from me, visit our website to view the many testimonials we've collected along the way. What do all these agents have in common? They weren't afraid to pick up the phone, and they were willing to use Leads-Pro to help them complete the work that has to get done.



Success With Leads-Pro

Get started today at www.leads-pro.com. Build your list, buy your credits, and make your calls! For a FREE step by step guide on achieving sales success using Leads-Pro, download the free document in the "Get Sales Documents" area within the system, under the "Documents" category.