

Successfully Marketing Your Insurance Business

I once heard a successful sales person say “Champions do daily, what the mediocre do occasionally.” If that is true, and I surmise it is, then this must be understood:

- Top sales agents pull leads every week.
- Top sales agents must employ consistent lead generation techniques in addition to leads purchased from an outside firm such as referrals, walk n talk and so forth.
- Top sales agents must be diligent to schedule 80% of their work week with selling opportunities and 20% with everything else.

“I can’t afford to advertise every week”

Have you ever thought that? *No probably not, but your buddy in the cubicle next to you has so read this just to help him out...*

If you get in the habit of pulling leads weekly (especially our leads), you will see that advertising does not **COST** advertising PAYS.

Part of being a successful entrepreneur is Right Thinking. Zig Ziglar often says we should “have a check up from the neck up.” A right mental attitude on things looks like this. Invest \$20,000 annually in leads, earn \$60,000 + in commissions...

What is your lead cost? **ZERO**. Return On Investment (ROI) **200% + (Hello)**

This is so simple even a Dog can see it:) (woof)

Add to the above, the referrals you will get from this kind of quality activity, the cross selling you will enjoy by adding life, critical illness and supplemental plans to the individual health plans sold from the leads and your ROI goes up and up.

What is my point? Using LeadDog Leads consistently as your marketing partner makes financial sense. All you have to do is bring to the table your work ethic, selling skills, product portfolio and presto, **YOU ARE A CHAMPION.**

