



Q & A

“How Good Are Your Leads...?”

Some years ago I was at a meeting with a highly successful insurance marketing professional. This man had built an empire selling simple little policies that most everyone needs. His company had scores of agents around the country in addition to many employees in a lavish Home Office.

They had developed a specialized niche market which included a certain type of **lead** for their consistent producers. When our meeting was coming to a close, we shared some war stories together and I asked him a question seeking to discover the “magic” to his marketing operation...

”So _____, just how good are those leads you all create, I asked confidently...

He looked down at his shoes for what seemed like an hour, then looked me in my eyes and asked, “how good are you?”

Looking back, I better understand the folly of my question and the wisdom of his. As an experienced insurance producer you must recognize that a lead is only designed to do one thing...**lead you to a qualified prospect**. The rest is up to the sales professional to do what he/she has been trained to do in the field...SELL.

Here are certain qualities that make a REAL lead. They will lead you to someone who possess the following:

- 1. Someone who has a need for your product or service.**
- 2. Someone who “qualifies” for your product or service.**
- 3. Someone who has the ability and authority to make the buying decision.**
- 4. Someone who will invest the time to listen to you on a favorable basis.**

That is it.

“Spike” (*The Lead Dog*) believes he and his staff can “Lead” you to these kind of prospects. He and his team hope you can sell em’ and keep coming back!