You Have Leads to Work, Now What?

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As a professional sales person, you know you must somehow separate yourself from the competition. But how? We've put together some tips to help you successfully work the valuable leads you have just received.

Make Contact

Leads are always better fresh. Make sure to work these leads as soon as you receive them. The reason the lead inquired is they have a problem. The sooner the initial contact is made the better. Often times the first person to make contact makes the sale. So do not hesitate to contact your lead as soon as possible.

Be Genuine

When speaking with your potential client. Realize they have a problem they want solved. This is not the time to tell them how wonderful you are or how great the company is. This call is all about the client. Once they feel you are truly there to help them, they will allow you to. Be genuine. Most people can spot a phony a mile away.Start a conversation that focuses on them and their issues.

Let them know you have their request for HELP with their health coverage, Life coverage etc. and need to get a little bit more information from them . Ask some basic questions such as, Who all needs to be covered? Himself or herself only or the whole family? What coverage do they presently have? Are there issues with the coverage or the premium that is making them switch. Get them talking and listen carefully to their answers.

Turning your referral into a client Once you have the appointment now is the time to separate yourself from the pack. Here are some basic hints to be successful.

1). Take time to get to know your potential client and put them at ease. Too many sales people rush in, tell them how great they are and their company is and never give the client time to get comfortable with the process.

2). Take time to small talk and put them at ease.Remember to ask questions about their current coverage, their past coverage and how they use it. This will show you buying patterns.

3). Be sure not to over promise. Know your products and help move the client into an appropriate product based on their need and their budget.

4). When the client tells you something write it down. This conveys that they are important and you are there for them.

5). Put ink to paper. Don't wait for the client to beg you start filling out the application. You can increase your sales dramatically by simply filling out the application. Start by asking a question such as, Now your birthday is Jan 1st right? (or whatever it is) Write it down on the application.

Start Expanding Your Business Today!

These selling tips, are provided by Benton Marketing Strategies. Online sales tools for niche insurance markets. Increasing your effectiveness and confidence! Utilize these strategies to start building you practice today.

Keith Benton is the founder and owner of Benton Marketing Strategies, a company that specializes in online insurance sales training. He has been involved in insurance sales and training for the past 25 years, and has had the privilege of training hundreds of insurance sales professionals with a simplistic 5 step approach to the sales of insurance products. Visit www.agentsalestrainer.com to learn how to get started with Sales Training from Benton Marketing Strategies!