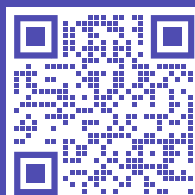


Internet Leads Checklist

- Do you have a CRM?
- Do you have a call strategy for day 1 to day 90? Text? Email?
- Are you buying at least 15 leads per person per day?
- Are you Round-Robin'ing leads or Shark Tank?
- Are you prepared to share outcome data with your provider 2-4x a month?
- Do you view your lead provider as a partner rather than a vendor?
- Are your agents trained to overcome 3 objections before letting the prospect off the phone
- (Pre-Quote)
- Are your agents trained to ask for the sale multiple times?
- What is your defined follow-up Process for your agents?
- How will you know and track if they're following up properly?
- Are you X-dating your Leads?
- How do you know if your X-dates are being worked?
- Do you know what success looks like with leads in your agency?
- Are you re-using your leads for multiple purposes (Aged, Mailer Data, Analysis)
- Do you have a strategy for dealing with SPAM?
- Do you know what you'll do if you get a TCPA complaint?

Need help with Internet Leads? We can help!

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