

The Art of Closing Online Insurance Leads

by Editor

Are you going to begin purchasing online insurance leads? Have you already been doing this for a while? If so, you need to realize one thing: online insurance leads are a great start, but unless you learn to close these deals you are never going to get anywhere. You need to make sure that you can close some of the leads that you purchase. After all, this is the only way that buying leads online will be worthwhile.

What does it take to close an online insurance lead? If you follow the three steps below you will have the best chance of closing every lead that you buy online:

1. As soon as you receive contact information on a potential consumer, it is time to get in touch with them. Remember, just because you are buying an online insurance lead does not mean that you are the only agent with the consumer's information. There is competition out there, and the sooner you call a potential buyer the better chance you have of beating other agents to the sale.
2. You are not always going to close a sale with the first conversation. If a consumer tells you no the first time around, don't get discouraged. Instead, ask them if you can follow up in a few days, and then remember to do so. It may take several follow up phone calls in order to make a sale. But when you finally reach your goal, you will realize that your time was well spent.
3. Don't give up on online insurance leads; even if you are going through a rough patch. There will be times when it seems as if every potential lead is buying from somebody else. Just remember that the numbers are in your favor, and if you call on enough leads you will begin to make sales.

For a limited time, QuotesAuction.com is offering \$200 worth of free leads to agents who setup and activate an account. Go to <https://www.quotesauction.com/sign-up.htm> to learn more.

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