

Have a System and Process

The make-or-break key to success with any aged lead strategy is whether you have a system and process in place for working these leads. Those that do, do well. Those that don't, not so much.

That's because aged leads are relatively inexpensive, and you've got to buy and work a lot of them to sell your policies. With aged leads, this low price, a high-volume strategy can work for you. But you've got to be ready to work them.

Depending upon your lead source(s), you might want to use an auto dialer (check with your legal counsel or compliance officer first). There are many different types of dialers, progressive, or predictive ones. A dialer can increase your productivity and help you call through your customer lists much more efficiently.

Always use a sales script with aged leads. If these are previously contacted leads, they may have received a ton of calls when they first requested a quote. That can be off-putting to some folks, so you'll want to word things just right if you get these folks on the phone. If you're a face-to-face agent use your script to set an appointment. If you work phone leads, use your script to get a small "yes" so that you can get back to them with information, mail or email a packet of information, etc.

If you find you'll need work on a lukewarm lead a little longer, you'll appreciate having a CRM as part of your system. Use it to keep track of lead contact info, call notes, calendar follow up reminders, and email marketing efforts.

Be Ready to Nurture Leads

Today's insurance leads are taking longer to close, according to industry reports. This is true of many types of aged leads as well, with some taking between five and seven touches to close a sale. Now, this isn't so much a problem for aged leads agents because they have their system and process. There's a routine to making the required number of contacts and tools such as dialers, CRMs, calendars, and email marketing can partially automate some of these repeated contacts.

But there's no question that aged leads are going to take some nurturing effort to pay off. Remember, they do come at a discount for a reason.

Buy Enough Leads

Lastly, it's important to buy enough aged leads. Just because they're cheaper doesn't mean you can buy less of them. Some will simply not be viable, especially those that are more than a year old. You'll have to work through a larger number of aged leads to find the qualified warm leads.

Plus, aged leads have good and bad batches. This is called variance, and you want to buy enough aged final expense leads to even out variance so that you have a more predictable closing rate. But this works out in your favor because of the affordable price of aged leads.

Say you have \$100 right now to buy some final expense leads. You could buy as many as 50 aged leads. You may only sell 2 policies out of 50, but you've still sold 2 policies for a \$100 investment. Say instead you buy 3 or 4 exclusive leads, which may be all you can get for \$100. You need to sell 2 of these to get the same return on your \$100 investment. That kind of close rate can be hard to maintain. A commission is a commission. Your aged leads get you two sales for \$100, where you may have trouble getting 1 with only 4 leads to work.

Final Thoughts

Aged final expense leads aren't for everyone. Some folks do better with different systems. But for those who can't afford to buy a large number of exclusive internet leads or high-value direct mail leads, aged leads can be a nice entry point into final expense as well as a good way to top up your sales funnel.

Ready to get started with aged leads? Fill your pipeline with a fresh supply of high-quality leads from [The Aged Lead Store](#). You'll find thousands of sortable aged leads, ready to boost your sales, whether your business is auto, life, health, Medicare supplement or homeowners' insurance, annuities, auto warranty coverage, mortgage refinance, or solar installation.