Dial Strategy

I highly recommend you use the following dial strategy and Do Not deviate from it. The goal is to contact the client with the goal of setting an appointment. It's hard to set an appointment if you don't contact the prospect.

1st Dial-Let it ring to VM. Listen for unique name. Example: Lead says Anthony Jones and the VM says "Hey this is Tony" Do Not leave a message. Write Tony down on your notes along with the day and time.

2nd Dial- Different time of day or different day from 1st dial. Let it ring 2, 3, or 4 times then hang up

3rd Dial- Immediately after the 2nd Dial. Let it ring 2, 3, or 4 times then hang up. (Telemarketers Do Not Do This) There is a good chance prospect will either answer or call you back. Write down day and time.

4th Dial- Put Your Serious Game Face- Ring straight through to VM-No Message

5th Dial- Ring straight through to VM-No Message

6th Dial- Ring again through to VM. Message on the third dial. "Hi Tony, this is Al, do me a favor and give me a call back at xxx-xxx-xxxx, Thanks, Bye The 4th, 5th and 6th dials are all at a different time of day or a different day. Write the time and day down.

7th Dial- Same as 4th dial. Put Your Serious Game Face- Ring straight through to VM-No Message

8th Dial- Ring straight through to VM-No Message

9th Dial- Ring straight through to VM-No Message

10th Dial- Text copy of lead or a copy of your business card

11th-Doorknock Folder-Knock on their door "sorry to bother you. I'm just getting back to regarding your request for information on Final Expense Insurance" Show them the lead. And say "They send me out when we can't reach you on the phone" Have your calendar ready and set an appointment. Sometimes they'll ask you to just come in.

That's ELEVEN attempts at contacting the prospect that asked for information on insurance. A lot will answer or call you back using this method.
DO NOT DEVIATE FROM THE STRATEGY!