



## TWO APPROACHES TO CONTACTING YOUR LEADS

Agents contemplating ordering leads should decide how they'll approach these prospects when the leads are delivered. There are two ways to approach leads: going to their home and door-knocking them, or calling them up to set an appointment first. Of course, if you only sell over the phone, you have just one option: calling them and presenting over the phone.

Otherwise, there are many opinions on which approach is the most effective: cold door-knocking leads or calling first to set appointments. Door-knocking may lead to higher sales percentages for beginners, because when you show up on prospects' doorsteps, it's harder for them to say no to someone asking for five minutes of their time. The problem is you have to route your leads, incur wear-and-tear on your car driving all over town, and pay for gas to visit these leads, hoping they'll be home.

Based on the feedback of our collaborators, we recommend that new agents call to set an appointment first — or at least try. Our collaborators agree that if you can't get ahold of leads beforehand, then go ahead and door-knock if the drive isn't too far. But generally, it's better to call telemarketed leads before showing up because:

- ! Calling is quicker than knocking; you save time and money by not traveling to door-knock leads who aren't home or available.
- ! Even if you find leads at home, some seniors may consider it rude to drop by unexpectedly — potentially delaying or derailing the sales cycle.
- ! Because calling can be quicker, you can streamline the sales cycle from the start, bringing in commissions sooner.