



# 2005 National LTCi Producers Summit

Kansas City, MO



# Effective Lead Acquisition Strategies

## Converting Leads-to-Applications

# Who is the CUNA Mutual Group

MAKE AN  
**IMPACT**

- Leading provider of financial services to credit unions and their members worldwide
- Niche market of 10,000 credit unions & 80 million members
- Offering lending, protection, financial, employee and member solutions
- A Fortune 1000 Mutual Company
- 6000 employees worldwide
- **Corporate Headquarters**  
Madison, WI

# Today's Discussion

MAKE AN  
**IMPACT**

## Converting Leads to Applications

- Leads
- Appointment Process
- Sales Process
- Closing the Sale

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# It's all about the “Good” Leads

MAKE AN  
**IMPACT**

- Create a Focused Marketing Model
- Find the Right Person
- Mailing Cycle
- Managing the Lead



# It's all about the “Good” Leads MAKE AN **IMPACT**

- **Create a Focused Marketing Model**
  - Seminars
  - Referrals
  - Direct Mail
- Finding the Right Person
- Mailing Cycle
- Managing the Lead

**Marketing is  
a Means to  
an End  
Result  
Desired**



# It's all about the “Good” Leads

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**IMPACT**

- **Create a Focused Marketing Model**
  - Seminars
    - Independent
    - Association
    - Employer groups
    - Financial organization
  - Referrals
    - Financial Planners
    - CPA's & Law Offices
    - P&C Sales Offices
  - Direct Mail

**Execute -  
Repetitive,  
Scaleable  
Activity**





# It's all about the “Good” Leads

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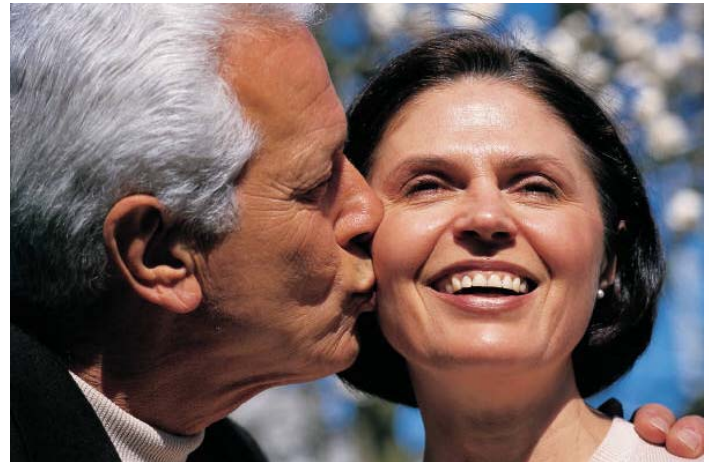
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# Strong Attributes of Responders/Buyers

MAKE AN  
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## Demographic Analysis

- Age - 60+
- Income - 50k+
- Gender - Female
- Marital Status
- Owning Investments
- Secondary Education



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# Three Times the Charm

MAKE AN  
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<u>Member</u>		<u>Date Of</u>		<u>Last</u>	<u>Previous</u>	<u>Previous</u>
<u>Name</u>	<u>State</u>	<u>Lead</u>		<u>Mail Date</u>	<u>Mail Date</u>	<u>Mail Date</u>
JAMES D	PA	9/30/05	-	9/08/05	8/05/05	7/01/05
MARGE O	SC	9/30/05	-	9/08/05	8/03/05	0/00/00
DIANE R	MI	9/30/05	-	9/08/05	8/05/05	7/01/05
ROSE K	NC	9/30/05	-	9/08/05	8/03/05	7/08/05
ELEANOR B	SC	9/30/05	-	9/08/05	8/03/05	0/00/00
DENISE B	PA	9/30/05	-	9/08/05	8/05/05	7/21/05
DALE H	CA	9/30/05	-	9/08/05	8/05/05	7/01/05
RON R	CA	9/30/05	-	9/08/05	8/05/05	7/01/05
PAUL H	FL	9/30/05	-	9/08/05	8/03/05	0/00/00
ERIC M	CT	9/30/05	-	9/08/05	8/24/05	0/00/00
WILLIAM M	MD	9/30/05	-	8/25/05	0/00/00	0/00/00
CAROL R	FL	9/30/05	-	9/08/05	8/05/05	7/21/05
FLOYD H	CA	9/30/05	-	9/08/05	8/03/05	0/00/00
RUSSELL H	FL	9/30/05	-	9/08/05	8/05/05	7/01/05
BEVERLY H	PA	9/30/05	-	9/08/05	8/03/05	0/00/00
DORIS S	IL	9/30/05	-	9/08/05	8/05/05	7/01/05
PATRICIA K	VA	9/30/05	-	9/08/05	8/05/05	7/01/05
GLORIA E	MD	9/30/05	-	9/08/05	8/05/05	7/01/05
ALICE G	SC	9/30/05	-	9/08/05	8/05/05	7/21/05
ROBERT W	MD	9/30/05	-	8/05/05	7/01/05	6/01/05
BARBARA B	MA	9/30/05	-	8/05/05	7/21/05	0/00/00

# It's all about the “Good” Leads MAKE AN **IMPACT**

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# Lead Management

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**Never see a NON SALE as FAILURE,  
but as the OPPORTUNITY to PRACTICE  
your TECHNIQUES and PERFECT your PERFORMANCE**

Sale Made

- One or two applications

No Sale

- Did not buy
- Financially not qualified
- Medically not qualified

Phone Contact Only - Not Interested now

Unable to Contact



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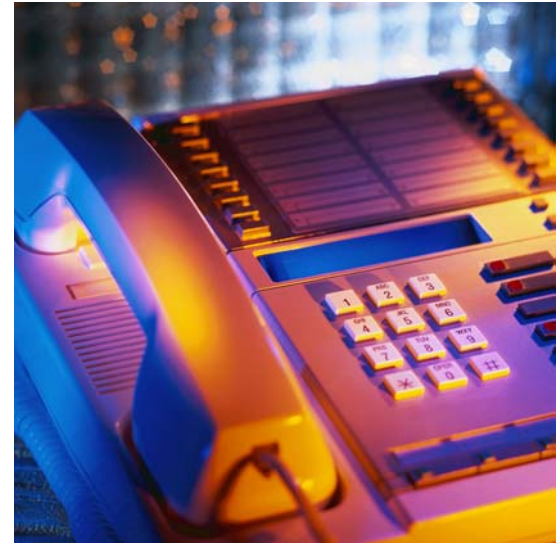
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# Appointments

MAKE AN  
**IMPACT**

- What's the purpose of calling?



# Making the Call

MAKE AN  
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- The purpose of calling is to secure an appointment.
- When an appointment is made, say thank you and get off the phone.
- Do NOT turn a call into a conversation.
- Be professional and stay focused on making an appointment.
- Do NOT try to make a sale over the phone.
- Do NOT get specific regarding assets, income or detailed health issues.
- Keep the call simple and to the point.
- Stand up while making calls rather than sitting down.



# Calling for an Appointment

MAKE AN  
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## *Remember this...*

The first goal in setting appointments is to develop a way of meeting with people. They must *like* you, *trust* you, and *want* to listen to you...

- Play the role of a *deliverer of knowledge and solutions*



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# Effective Sales Approaches

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- Use a Defined Introduction with Business Card
- One Appointment Sale – two interviews should be the rare exception.
- Custom build the product design
- Limit the use of Computers
- Retail vs. Wholesale Rates
- Spend more time on need, less on product features
- Women vs. Men





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# Closing the Sale

MAKE AN  
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- Walk Out Close
- Ask Three Times
- Make a Decision – Yes or No
- Learn from the Sale/no Sale Experience
- Be Tough – But Polite







Have a Great Conference!