

Razor Ridge Leads | Life

Razor Ridge is one of Quility's preferred partners. Razor Ridge generates digital leads from prospects actively seeking insurance solutions, including Mortgage Protection, Life Insurance, Final Expense, Debt Free Life®, Infinite Banking and Retirement Solutions. Leads are delivered in real-time to the agent within 60 seconds of the prospect being contacted. These leads are exclusive to the agent for the life of the opportunity. A prospect opportunity is exclusive until there is a sale, the prospect asks not to be contacted or stops communicating with the agent for a period of at least 30 days.

WHAT'S UNIQUE ABOUT RAZOR RIDGE LEADS

Razor Ridge Leads are hot leads and prospects are expecting to hear from an agent immediately. Because prospects are expecting to be contacted right away, these leads have a short half-life if not contacted right away. These leads are required to be worked through a prospect engagement and nurturing system, either MOMMA or Switchboard.

LEAD CONVERSION STATS

- 80% of sales are made between the 12th and 24th points of contact.
- 80% of salespeople stop trying to contact a lead after the third attempt.
- 78% of leads buy from the first company they speak to.
- Leads are 400% less likely to convert if you take more than 60 seconds to call.

- 10x drop off in lead qualification when you wait longer than 5 minutes

Only 1% of all leads get a call within 60 seconds

Be a part of the 1% and you'll be 100x more likely to speak with your leads and 400% more likely to convert them into a customer.

**Based on lead response studies in U.S. + Canada*

LEAD CONVERSION BEST PRACTICES

Agents should respond to their leads immediately based on the leads' preferred communication method, either with a text or phone call, in conjunction with the lead nurturing efforts the prospect engagement and nurturing system is performing. Agents who communicate with their prospects through texting and calling within seconds or minutes maximize the value of the sales opportunity. The longer an agent waits to text or call the prospect, measured in minutes, the harder it will be to make the sale. The CRM doesn't handle it all. The agent will need to take an active role in their lead conversions. No lead, digital or otherwise, will close itself.

CALL OPENING

Hi, *(name)*? Good morning *(name)*, my name is *(agent name)*, and I am licensed by the state of _____. Looks like you just reached out to us online **[breathe]** requesting more information regarding mortgage protection. You answered a security question where your favorite hobby is *(favorite hobby)*. I have been assigned **[breathe]** to help you with your options, and I have a couple of questions for you. What year were you born? **[breathe]**... back to script

OUTREACH CADENCE

- Always run through the "Speaking To" column first and then the "New Lead-In" column.
- Make initial contact within the first few minutes you receive the lead.
- Text, Text, Triple Dial, Text, Text, Double Dial, Text, Dial, Text, Text.

- Make it through fresh leads each dialing block *(morning and again in the evening)*.

- Respond as quickly as possible to any text messages.

MP and GI texting outreach to get health info and to set the sales appointment

Coming soon...

LEAD TYPE**Life****LEAD SOURCE****Online****LEAD CRITERIA**

Where possible, max age 60 years old. No landlines.

LEAD BIO

Within 60 seconds, the initial text message goes out (*when leads are delivered directly to the agent's CRM*) to get a conversation started. Once the lead replies, the CRM will transition from the 'speaking' to the 'pipeline' stage, where the agent takes over.

The agent should call their leads as soon as possible.

Calling is recommended in all pipeline stages.

The 'speaking' and 'pipeline' stages are not automated and require the agent's full attention. Texting is a priority, followed by calls then emails.

Texts should be short and to the point. The lead doesn't know they need to care yet.

Once the relationship has been established, text message length can be increased.