

KALEIDICO

Stop the Churn, Stop Chasing Lead Buyers

Lead Generation World 2021

**Why do all
lead providers'
leads suck?**

Why lead buyers have this perception

- Inexperienced or untrained sales team
- Experience and training is with referral leads

This kind of sales experience, training, and processes are less effective in selling to online consumers

Who is this for?



Smaller lead providers
with a small (or no)
sales team



Larger lead providers
that want to fuel their
sales team

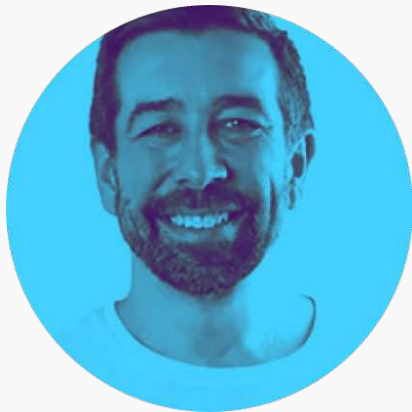


Lead buyers looking
for a little peek inside

My fundamental philosophy is...

The ONLY WAY to sustain exponential growth and stop buyer churn in this business is to **Train Salespeople.**

The ONLY WAY to train salespeople is through **Content Marketing.**



Bill Rice
FOUNDER/CEO

I'VE BEEN IN YOUR SEAT

20 years designing and building online consumer-direct lead generation platforms and market strategies.

- I've been a lead buyer and seller since 2000
- I've been generating leads for financial services and legal industries since 2008
- I've been marketing lead providers since 2010

Who's in this room?

- You have a sales team constantly hunting for lead buyers
- Frustrated salespeople trying to convince buyers their leads are somehow better than everyone else's leads
- You're spending more than you should trying to "improve" your leads with expensive data, technology, and processes

You can solve all of that...

**Teach your lead buyers how to sell to
and convert internet consumers**

And, ultimately how to buy leads

Along the way

- Improve your brand awareness and loyalty
- Grow a much larger prospective buying audience
- Increase lead buyer retention
- Improve the perception of your lead quality!

Case Study

Selling Aged Leads

Talk about a lead quality problem!

But, the challenge didn't stop there...

- This is a really small market
- Most have a negative impression

But, guess what...

Telemarketing and live transfer world is fueled by aged leads.

They can be an effective lead source

Marketing Objectives

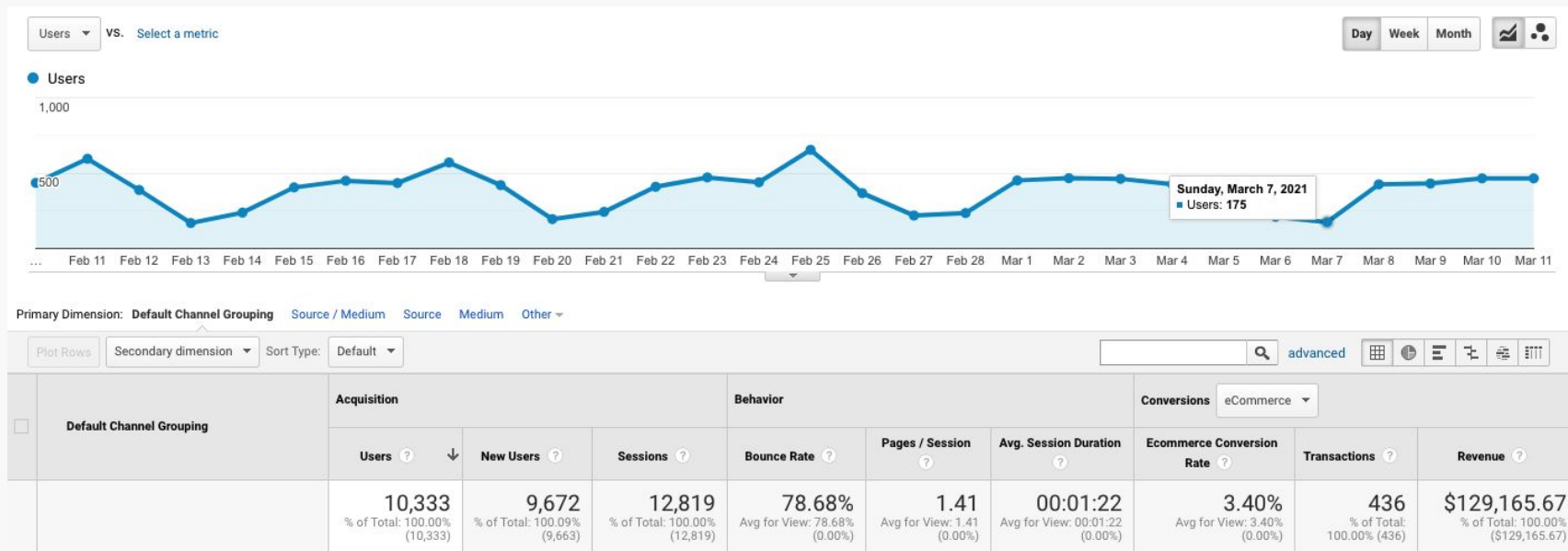
Enlarge my market

Increase transparency

Teach sales process and systems that
close aged leads

Key Results

We sell over \$100,000 in leads every month, without a single sales person



We rank on page one for all the major lead types

Google health insurance leads

About 316,000,000 results (0.59 seconds)

Ad - www.dnb.com/ (866) 696-6231
Free High-Quality Sales Leads - Improve Your Prospecting
Request your free leads to see how easy it can be to identify your next best customer. Stop chasing the wrong leads. D&B Hoovers helps you identify your best opportunities. Hoovers is now on dnb.com. Services: Company Information, Industry Analysis, Sales Lead List.

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Trusted by top health insurance companies. Reach out to us today. PX is a Platform for All...

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https://agedleadstore.com/

Last 7 days

Clicks 8 No change	Impressions 358 -4%	Avg. Position 4.7 +0.4
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Best Quality, Verified Health Insurance Leads | QuoteWizard
QuoteWizard can connect you with real people who need health insurance policies now. We offer exclusive and shared health insurance leads. We understand ...

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Exclusive Insurance Lead Program with Benepath - 866-368-0377. Exclusive Health, Life, Group and Medicare Supplement Leads.
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Get Unlimited Access to the Most Accurate Business & Consumer Database Available. Salesgenie® is Now Data Axle Genie®. We've Evolved To Move Your Business Forward.

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Ad · [www.exactdata.com/](#) · (855) 226-2538

Insurance Leads - Insurance Leads that Work

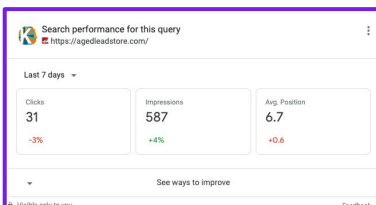
Insurance Leads - Save time and money by connecting with the right people, the first time. Free Counts & Instant Access to **Insurance Leads**. CAN-SPAM Compliant. Quality...

Targeted Sales Leads - Need a Consumer List? - Need a Business List? - Request a Call Back

Ad · [resources.salehammer.io/insurance-leads/health](#) ·

Life Insurance Leads - Fully TCPA Compliant

Design custom insurance lead packages. Segment leads by aged vs real-time, industry,



[www.investopedia.com](#) · Insurance · Life Insurance ·

Best Ways to Find Life Insurance Leads - Investopedia

Apr 1, 2020 -- Company Life Insurance Leads. Perhaps the easiest way to assure yourself of a steady lead flow as an agent is to work for a company that ...

Company Life Insurance... Third-Party Leads Finding Prospects on LinkedIn

People also ask ·

- Where can I get life insurance leads?
- Does buying life insurance leads work?
- How much do life insurance leads cost?
- How do I get insurance leads?

Feedback

[agedleadstore.com](#) · life-insurance-leads ·

Life Insurance Leads - Aged Lead Store

Get Exactly the Life Insurance Leads You Want. Exactly the Way You Want Them. Policy Holders Love Their Agents for the Support They Provide. Agents Love ...

[www.insuranceleads.com](#) · life-leads · life-insurance-le... ·

Life Insurance Leads | Life Insurance Prospects ...

Term & Whole Life Insurance Leads for Agents. As consumers search for the best available financial deals, a recent Prudential Financial survey indicates ...

[www.localifeagents.com](#) · Agents ·

How To Develop Exclusive Life Insurance Leads Online ...

Dec 6, 2020 -- The generation of good life insurance leads has in fact been the subject that agents most enjoy online insurance agents -- especially once they

We rank on page one for all the major lead types

Google mortgage marketing

About 220,000,000 results (0.68 seconds)

Ad · www.monsterleadgroup.com/ ▾
Mortgage Marketing - Mortgage Marketing
We're the only company to find & qualify **mortgage** leads using big data & machine learning. Generate more **Mortgage** Leads with Monster's data-driven direct mail **marketing** system.

Mortgage Lead Data
We find the best leads for you.
Stop guessing and target smarter.

Request a Demo
Demo the industry's top platform.
Learn how we can help in 15-min.

Ad · www.cambermarketing.com/ ▾ (866) 287-4600
Camber Marketing Group - Mortgage Lead Generation
3 out of 4 **mortgages** could immediately benefit from a home loan refinance. Camber has...

Ad · www.getboldmortgage.com/ ▾
Mortgage Lead Generation - High Converting Mortgage Leads
Professional Ad Management & Automated Follow-Up To Help You Close More Leads. Act...

Ad · www.empowerfunnels.com/ ▾
Mortgage Marketing That Works - Mortgage Lead Gen Done Right
Mortgage Lead Generation System w/ Automated Follow Up. Leverage The Best Tech Available

Search performance for this query
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Last 7 days ▾

Clicks 9 +200%	Impressions 325 +3%	Avg. Position 3.6 -0.3
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See ways to improve

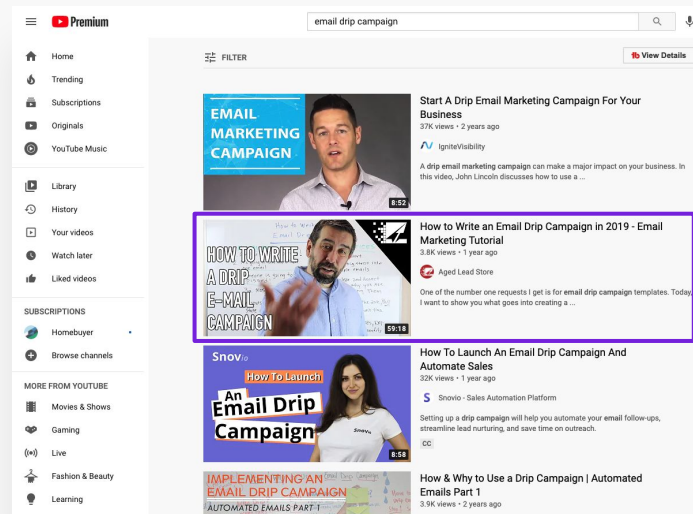
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leadpops.com · mortgage-marketing ⓘ
Mortgage Marketing That Will Make You Slap Your Forehead ...
Generate exclusive mortgage leads with mortgage marketing strategies that actually work. Close more loans & grow your referrals with Mortgage Funnels 2.0.

agedleadstore.com · mortgage-marketing-ideas ⓘ
21 Mortgage Marketing Ideas You Haven't Tried - Aged Lead ...
Mortgage marketing is the best way to smooth out the volatility in the mortgage market (even taking advantage of panic scenarios) and keep your business steadily growing as others struggle. Here are 25 mortgage marketing ideas, you probably haven't tried that you can layer into your current marketing program.

**We rank on page one
(Google Search and
YouTube) for the most
important sales skills...**

**TO CLOSE INTERNET
LEADS**



We rank on page one (Google Search and YouTube) for the most important sales skills...

TO CLOSE INTERNET LEADS

Google insurance selling strategies

About 116,000,000 results (0.64 seconds)

Ad - success.act-on.com/insurance/marketing-tips -
Insurance Marketing Tips - Acquire More Policyholders
Learn About 5 Marketing Challenges Facing Insurance Brokerages & How to Overcome Them. Download the Guided Award-Winning Platform. Easy to Use. #1 Customer Satisfaction. Services: Inbound Marketing, Marketing Automation, Outbound Marketing.

Ad - www.marketing4insurance.com/ -
Insurance Marketing - For Agents and Brokers
Increase Sales - Improve Branding - Grow Your Book of Business. Personalized Postcards. Targeted by X-dates. For Insurance Agents. Services: Homeowner Program, Commercial Programs, Custom Programs.

Ad - www.acoustic.com/marketing-cloud/insurance -
Acoustic® - Better Marketing - Digital Marketing Platform
Digital Marketing, Analytics, Personalization, Email Marketing & More. See Our Products. Connect All Aspects of Your Marketing in One Place. Use Our Tools to Streamline...

Ad - www.carevalue.com/ - (855) 888-8326
Insurance Marketing Strategies - Marketing for Insurance Broker
The Insurance Marketing Strategies & Lead Management Tools You Need for Success. Call Us.

Search performance for this query
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Last 7 days

Clicks	Impressions	Avg. Position
13 -7%	110 +3%	2.3 +0.1

See ways to improve

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agedleadstore.com • 29-insurance-sales-strategies-to-sell...
29 Insurance Sales Strategies to Sell More Insurance this ...
29 Insurance Sales Strategies to Sell More Insurance this Month - 1. Trigger the Right Emotions
Many sales begin with an emotional trigger. - 2. Sell on Value You ...

People also ask

- What are the 4 selling strategies?
- How can I increase my insurance sales?
- How do you attract insurance customers?
- What is the most profitable type of insurance to sell?

Feedback

The Secret Sauce

Harvest Sales Traffic

Opportunity

Enormous audience for sales training

Specifically sales "silver bullets"

Objective

Fill the need with content

Key Result

Grow your audience of potential buyers

How to attract and harvest salespeople



Search

Search

Sales Scripts



CATEGORY LABEL
Fermentum Cursus Purus
Consectetur Dolor
BY TROY WILSON FEB 17, 2021



CATEGORY LABEL
Tellus Condimentum Vulputate
Fusce Lorem
BY TROY WILSON FEB 17, 2021



CATEGORY LABEL
Amet Euismod Vehicula
Vulputate Pharetra
BY TROY WILSON FEB 17, 2021



CATEGORY LABEL
Malesuada Egestas Vehicula
Quam Commodo
BY TROY WILSON FEB 17, 2021

SEE ALL SALES SCRIPT ARTICLES

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Sales Process



Organic Search Positions 1 - 100 (576) *i*

<input type="checkbox"/>	Keyword	Pos. <i>u</i>
> <input type="checkbox"/>	<input type="checkbox"/> + final expense sales script <i>v</i>	1 → 1
> <input type="checkbox"/>	<input type="checkbox"/> + medicare supplement sales leads <i>v</i>	1 → 1
> <input type="checkbox"/>	<input type="checkbox"/> + final expense sales training <i>v</i>	1 → 1
> <input type="checkbox"/>	<input type="checkbox"/> + car insurance sales tips <i>v</i>	1 → 1
> <input type="checkbox"/>	<input type="checkbox"/> + insurance sales strategies <i>v</i>	1 → 1
> <input type="checkbox"/>	<input type="checkbox"/> + life insurance sales funnel <i>v</i>	1 → 1
> <input type="checkbox"/>	<input type="checkbox"/> + insurance sales strategy plan <i>v</i>	1 → 1
> <input type="checkbox"/>	<input type="checkbox"/> + final expense insurance sales script <i>v</i>	1 → 1
> <input type="checkbox"/>	<input type="checkbox"/> + how to promote insurance sales <i>v</i>	1 → 1
> <input type="checkbox"/>	<input type="checkbox"/> + how to increase insurance sales <i>v</i>	1 → 1
> <input type="checkbox"/>	<input type="checkbox"/> + final expense phone sales script <i>v</i>	1 → 1
> <input type="checkbox"/>	<input type="checkbox"/> + final expense telephone sales <i>v</i>	
> <input type="checkbox"/>	<input type="checkbox"/> + insurance sales ideas <i>v</i>	
> <input type="checkbox"/>	<input type="checkbox"/> + increase your insurance sales <i>v</i>	
> <input type="checkbox"/>	<input type="checkbox"/> + car insurance sales tips <i>v</i>	

Google

life insurance email marketing

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To

About 427,000,000 results (0.69 seconds)

agedleadstore.com · how-to-use-email-to-convert-life-L... *i*

How to Use Email to Convert Life Insurance Leads - Aged ...
With a more tailored approach to email marketing, you could exponentially increase your cold lead conversions.

People also ask *i*

How can I promote my life insurance company?

What are the 4 types of marketing emails?

What should I write in email marketing?

Does email marketing die?

leadinsurance.com · email-marketing-for-insurance-agen... *i*

Email Marketing for Insurance Agencies - Leadsurance

Aug 10, 2020 — By keeping in touch with prospects and policyholders you can grab their attention at the times in their lives when they need you. Your email ...
Why you should focus on... · How to Create Better Emails · Personalization

www.agentmethods.com · email-campaigns *i*

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mortgage cold calling

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About 6,600,000 results (0.61 seconds)

www.jjuno.com · cold-calling-mortgage-leads *i*

Is Cold Calling Mortgage Leads Dead? Marketing to Cold Lists

Jan 16, 2020 — Cold Calling Mortgage Leads - Okay, now that you have your leads, it's time to get down to it and actually call. - The first step to a successful cold ...

agedleadstore.com · 7-cold-calling-techniques-that-actu... *i*

7 Cold Calling Techniques that Actually Work - Aged Lead Store

Learn about the techniques that I use to make cold calling more productive. ... get an extra couple of deals a month with affordable aged mortgage leads.

www.nowblitz.com · Blog · Tips *i*

Free Telemarketing Scripts for Mortgage Companies - Blitz ...

Jun 12, 2018 — Here are two great examples of useful telemarketing scripts for mortgage businesses that Blitz thought would be helpful. The Initial Phone Call. Hi ...

www.allbusiness.com · Sales & Marketing *i*

Cold Calling Tips for Mortgage Brokers | AllBusiness.com

I work with a lot of mortgage brokers most of whom are looking for appointments or prospects looking to refinance. Recently, I had the pleasure of working with a ...

People also ask *i*

Does cold calling still work in 2020?

Can you get in trouble for cold calling?

Hook Them on Your Way

Teach them to be better salespeople

Sales skills and disciplined processes

- Sales scripts
- Cold calling
- Voicemail
- Email/text follow up

Show them how to set up systems

- Sales automation
- CRM optimization

How to hook them on your content

Search

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Jump Start Your Sales Performance

Sales Training
Aged Lead Store
VIEW FULL PLAYLIST

Cold Calling
Aged Lead Store
VIEW FULL PLAYLIST

Email Marketing
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Social Selling for Lead Buyers with John Bachmann
124 views · 8 months ago

David Duford on How To Give A Powerful Insurance Sales...
114 views · 9 months ago

What are Aged Leads? How to use them in your sales...
672 views · 10 months ago

Engaging new and existing customers during time of...
386 views · 11 months ago

Real time leads versus aged leads
296 views · 1 year ago

How to get clients for your insurance business
1.4K views · 1 year ago

Created playlists

Social Selling
VIEW FULL PLAYLIST

Sales CRM
VIEW FULL PLAYLIST

Video Marketing
VIEW FULL PLAYLIST

Internet Leads
VIEW FULL PLAYLIST

Sales Productivity
VIEW FULL PLAYLIST

Sales Training
VIEW FULL PLAYLIST

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Day 1 - Initial Outreach Phase

Timing	Message Type	Message
0	Text	This is {{user_first_name}}. I just got your request for a {{loan_type}}. When is the best time to call you back?
0	Voice	Hello, this is {{user_first_name}} from {{organization}}. I just got your request for a {{loan_type}} our exclusive. Tell me a little about your situation... {{continue qualifying call script}}
0	Voicemail (Alternative)	Hello, this is {{user_first_name}} from {{organization}}. I just got your request for {{loan_type}}. Give me a call or text me back at this number with the best time to call you. I'm also going to shoot you a quick email with all my contact details.
	Email	Subject Line: {{user_first_name}} {{user_last_name}}'s contact info for {{loan_type}} Hi {{contact_first_name}}! Here are all my contact details: {{signature_file}} Save this and contact me anytime. {{user_first_name}} P.S., Check out {{loan_type_URL}}, it's full of information about {{loan_type}}.
	Text	Hi, it's {{user_first_name}} hope you're having a great {{today_day}}. Called about 20 mins ago to follow up on your physician's loan request.

co.com

hello@kaleidico.com

2

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- Clear and concise
- Focus on pain points
- Emphasize your unique selling proposition (USP)

Mortgage Sales Scripts: Examples

No two cold calls are the same, so you never know what you're going to hear when a prospect answers the phone. However, with the right sales script, you can increase your chances in your ability to hook the lead.

Let's examine a handful of mortgage sales scripts, broken down by type.

1. First Contact: New Mortgage

When you purchase mortgage leads, you don't have any previous contact with the prospect. So, you must have a targeted sales script to lean on.

Hi, (first name). This is (your name) calling from (your company name).

I understand you're in the market for a new home, so I wanted to reach out about our services. Do you have a minute?

At (your company name), our focus is simple: to help our customers save them money. We do this by using advanced technology to connect lenders across the nation.

This script has all the traits shared above. It's clear and concise, to the point (finding a low rate), and emphasizes your USP (technology and a national network).

2. First Contact: Refinance

The approach you take with a new mortgage lead shouldn't be identical to a refinance lead.

Someone who is refinancing their mortgage is likely to have a different set of requirements, thus calling for a unique sales script.

Hi, (first name). This is (your name) calling from (your company name).

Kaleidico.com

hello@kaleidico.com

Introduce them to the Sales Crack - Leads

**Unlimited supply of leads is game
changing for most businesses**

Turn them into lead experts

Show them how the sausage is made

Teach them about ROAS

Get and grow whale lead buyers!

What are leads and how to buy them - smartly

KALEIDICO

Consumer Direct Lead Generation

Mortgage Lenders

Your Mortgage Business		Marketing & Sales Investment		Return on Investment	
Loan Officers	200	Leads Purchased	12000	Gross Prof	\$720,000
Leads/Day per LO	3	Leads Converted	240	Net Profit	\$480,000
Price per Lead	\$20	Lead Cost	\$240,000		
Revenue per Loan	\$3,000	Cost of icoSales	\$0		
Close Rate	2.0%				
Your Mortgage Business		Marketing & Sales Investment		Return on Investment	
Loan Officers	200	Leads Purchased	\$12,000	Gross Prof	\$1,080,000
Leads/Day per LO	3	Leads Converted	\$360	Net Profit	\$830,000
Price per Lead	\$20	Lead Cost	\$240,000		
Revenue per Loan	\$3,000	Cost of icoSales	\$10,000		
Close Rate	3.0%				
Your Mortgage Business		Marketing & Sales Investment		Return on Investment	
Loan Officers	200	Leads Purchased	12000	Gross Prof	\$1,800,000
Leads/Day per LO	3	Leads Converted	600	Net Profit	\$1,550,000
Price per Lead	\$20	Lead Cost	\$240,000		
Revenue per Loan	\$3,000	Cost of icoSales	\$10,000		
Close Rate	5.0%				

Mortgage Lead Generation Ecosystem & Tactical Landscape

By: Bill Rice, Kaleidico

Are you ready to stop chasing and churning?

Start training your network to be top producers

Then sell them the fuel!

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**Get the deck.
Get the strategy.**

<https://kaleidico.com/lgw2021>

Bill Rice
FOUNDER/CEO

(734) 775-4487
bill.rice@kaleidico.com

CONTENT MARKETING FRAMEWORK

for Lead Generation companies

