

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



Primary Dimension: **Default Channel Grouping** [Source / Medium](#) [Source](#) [Medium](#) [Other](#)

Plot Rows [Secondary dimension](#) Sort Type: [Default](#)

[advanced](#)      

Default Channel Grouping	Acquisition			Behavior				Conversions eCommerce		
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?	
	10,333 % of Total: 100.00% (10,333)	9,672 % of Total: 100.09% (9,663)	12,819 % of Total: 100.00% (12,819)	78.68% Avg for View: 78.68% (0.00%)	1.41 Avg for View: 1.41 (0.00%)	00:01:22 Avg for View: 00:01:22 (0.00%)	3.40% Avg for View: 3.40% (0.00%)	436 % of Total: 100.00% (436)	\$129,165.67 % of Total: 100.00% (\$129,165.67)	

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.

Ad - www.nextgenleads.com/
Pre-Qualified Health Leads - Get \$100 in Free Warm Leads
Fill your pipeline with qualified **health insurance leads** & grow your book of business. Best Performing **Leads**. Highest ROI. Highest Contact Rates. Hot **Leads**. Highest Converting. Industry Leading Contact. Don't Miss Out. **Benefits**: Better Control, Better Targeting.

Ad - www.dataxlegenie.com/ (866) 313-3367
Leads for Health Insurance - Get Unlimited Quality Leads
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.

Ad - www.px.com/ (949) 771-8386
Access Health Insurance Leads - The Leads Platform
Trusted by top **health insurance** companies. Reach out to us today. PX is a Platform for All...

Search performance for this query
https://agedleadstore.com/

Last 7 days

Clicks	Impressions	Avg. Position
8	358	4.7
No change	-4%	+0.4

See ways to improve

quotewizard.com > health-insurance-leads
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 ...

www.benepath.net
Exclusive Health, Group, Medicare and Life Insurance Leads ...
Exclusive Insurance Lead Program with Benepath - 866-368-0377. Exclusive **Health, Life, Group** and Medicare Supplement Leads.
Products - Pricing - About Us - News

agedleadstore.com > health-insurance-leads
Health Insurance Leads - Aged Lead Store

We rank on page one for all the major lead types

About 188,000,000 results (0.74 seconds)

Ad · www.dataxlegenie.com/ · (866) 313-3367

Leads for Life Insurance - Get Unlimited Quality Leads

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.

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.

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.saleshammer.io/insurance-leads/health

Life Insurance Leads - Fully TCPA Compliant

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

Search performance for this query
<https://agedleadstore.com/>

Last 7 days

Clicks 31 -3%	Impressions 587 +4%	Avg. Position 6.7 +0.6
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See ways to improve

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?

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

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
https://agedleadstore.com/ ✓

Last 7 days ▾

Clicks	Impressions	Avg. Position
9 +200%	325 +3%	3.6 -0.3

See ways to improve

Visible only to you Feedback

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

The image shows a screenshot of a YouTube search results page for the query "email drip campaign". The search bar at the top contains the text "email drip campaign". The page displays several video results. The first result is "EMAIL MARKETING CAMPAIGN" by IgniteViability, with 37K views and posted 2 years ago. The second result, "How to Write an Email Drip Campaign in 2019 - Email Marketing Tutorial" by Aged Lead Store, is highlighted with a purple border; it has 3.8K views and was posted 1 year ago. The third result is "How to Launch an Email Drip Campaign And Automate Sales" by Snowo, with 32K views and posted 1 year ago. The fourth result is "IMPLEMENTING AN EMAIL DRIP CAMPAIGN" by Automated Emails Part 1, with 3.9K views and posted 2 years ago. The left sidebar shows navigation options like Home, Trending, Subscriptions, and Library. The bottom of the page lists "MORE FROM YOUTUBE" categories such as Movies & Shows, Gaming, Live, Fashion & Beauty, and Learning.

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

TO CLOSE INTERNET LEADS

Google **insurance selling strategies** X

[All](#) [Videos](#) [News](#) [Images](#) [Shopping](#) [More](#) [Settings](#) [Tools](#)

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 Guide! 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
<https://agedleadstore.com/>

Last 7 days ▾

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

See ways to improve

Visible only to you [Feedback](#)

agedleadstore.com • 29-insurance-sales-strategies-to-sel...
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

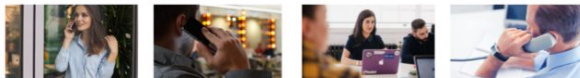
Grow your audience of potential buyers

How to attract and harvest salespeople



Search Search

Sales Scripts



Category labels and author information for the Sales Scripts articles.

SEE ALL SALES SCRIPT ARTICLES

Sales Process



Organic Search Positions 1 - 100 (576)

Keyword	Pos.
final expense sales script	1 → 1
medicare supplement sales leads	1 → 1
final expense sales training	1 → 1
car insurance sales tips	1 → 1
insurance sales strategies	1 → 1
life insurance sales funnel	1 → 1
insurance sales strategy plan	1 → 1
final expense insurance sales script	1 → 1
how to promote insurance sales	1 → 1
how to increase insurance sales	1 → 1
final expense phone sales script	1 → 1
final expense telephone sales	1 → 1
insurance sales ideas	1 → 1
increase your insurance sales	1 → 1
car insurance sales tips	1 → 1

Google life insurance email marketing

About 427,000,000 results (0.69 seconds)

agedleadstore.com · how-to-use-email-to-convert-life-...
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

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?

leadurance.com · email-marketing-for-insurance-agen...
Email Marketing for Insurance Agencies - Leadurance

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

Google mortgage cold calling

About 6,600,000 results (0.61 seconds)

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

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

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Jump Start Your Sales Performance

Sales Training 15 Aged Lead Store VIEW FULL PLAYLIST

Cold Calling 15 Aged Lead Store VIEW FULL PLAYLIST

Email Marketing 5 Aged Lead Store VIEW FULL PLAYLIST

Sales Automation 4 Aged Lead Store VIEW FULL PLAYLIST

Sales Productivity 8 Aged Lead Store VIEW FULL PLAYLIST

Internet Leads 8 Aged Lead Store VIEW FULL PLAYLIST

Uploads PLAY ALL

Social Selling for Lead Buyers with John Bachmann 20:40 124 views · 8 months ago

David Duford on How To Give A Powerful Insurance Sales... 12:44 114 views · 9 months ago

What are Aged Leads? How to use them in your sales... 41:34 672 views · 10 months ago

Engaging new and existing customers during time of... 23:29 386 views · 11 months ago

Real time leads versus aged leads 12:41 296 views · 1 year ago

How to get clients for your insurance business 13:29 1.4K views · 1 year ago

Created playlists

Social Selling 1 VIEW FULL PLAYLIST

Sales CRM 2 VIEW FULL PLAYLIST

Video Marketing 1 VIEW FULL PLAYLIST

Internet Leads 8 VIEW FULL PLAYLIST

Sales Productivity 8 VIEW FULL PLAYLIST

Sales Training 15 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. A prospect answers the phone. However, with the right sales script, you can increase 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 get the best mortgage rates, save them money. We do this by using advanced technology to help lenders across the nation.

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

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

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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

