



'Ensure' your sales with right lead management tool;
Be **'Insured'** of Sales Pipeline

Lead generation and management are an 'essential' itinerary for any modern-day insurance company. And to build a qualified *Sales Pipeline* for increased policy sales, a right lead management tool is vital. More so is the case of tracking and follow-up on prospects in today's *competitive business landscape* and an *omni-curious customer*.

A LinkedIn marketing survey quotes that for *68% of Insurance agents* their top marketing concern was *increasing the quality of their leads*. The second-highest was *improving lead volume*, at *55%*. A study by Madison Logic pegged the cost per qualified leads at upwards of \$35 (₹ 2,500). It is even more dearer for financial sector like insurance. Traditionally, insurance companies have been dependent on field marketing and database purchasing to acquire customers.

CAPTURE YOUR LEADS QUICKER; FROM MULTIPLE SOURCES

With so much of focus and requirement for lead capture, relying exclusively on internet leads for your marketing strategy is like putting all your money in one stock. Business development teams look to as many channels and sources for capture of leads. World-over there is intent to diversify on sourcing and marketing channels for lead capture and conversion.

HelloLeads helps your sales team to capture leads quicker from multiple sources (see list) and store them in a central repository.

- ✚ QUICK ADD AT THE APP
- ✚ BUSINESS CARD SCANNING
- ✚ DIGITAL ENQUIRY FORM
- ✚ QR CODE SCANNING
- ✚ ADD PHONE CONTACTS
- ✚ .CSV FILE IMPORT
- ✚ WEBSITE ENQUIRY FORM

With multiple options to capture leads, the sales person can engage quicker with a lead, be it an online enquiry or a visitor at the booth.

QUALIFY YOUR LEADS BETTER; THROUGH SMART GRADING

Qualifying a lead based on the source of capture helps you connect faster with the target group. Consider the cases of sourcing the lead from a third-party vendor, or a visitor at a tradeshow that your company participated, or a one-to-one meeting that you had with someone at a dinner, or a referral from a common contact in your network or a call inquiry from a customer at your website. Each of the source and the individual has to be addressed differently for better engagement and hence the conversion.

As a starter to the conversation, qualifying each of the contact/lead is the key. HelloLeads helps you qualify your leads better through list build, list classification options that are based on grading/scoring algorithms. Also, with an easy-to-use mobile/web interface at HelloLeads, your sales team is equipped with the right information when engaging with a lead.

Qualifying a lead is the first of the steps to make informed decisions on the insurance buyer – to attract and convert prospects into policy holders.

DISTRIBUTE YOUR LEADS SMARTER; BY SMART LEAD SCORING

Is your company still following a *round robin format* for allocating leads within the sales team? HelloLeads can assist you to split the leads according to lead score/grade and helps you allocate them to the people most likely to close them.

Policy advisers at insurance companies much like any other sales person, makes better sales pitch through value-selling and/or cross-selling of insurance policies. HelloLeads also helps your sales team to grade and nurture leads based on their follow-ups. This provides you the better clarity on the lead and the convenience of following up with a prospect with a check-in call during or after the purchase.

SCHEDULE YOUR LEAD FOLLOW-UP BETTER; USING SMART NOTIFICATION

According to a study by *Brigham Young University (USA)* the odds of contacting a lead if called in 5 minutes vs 30 minutes drop 100 times. The odds of qualifying a lead if called in 5 minutes vs 30 minutes drop 21 times.

You might have sensed a similar pattern in your lead follow-up strategies. HelloLeads helps you and the team to schedule follow-up notifications based on time and medium of communication (through SMS an email). Notifications can also be sent to your leads/prospects based on the conversations that the sales team had with them.

68% OF RESPONDENTS ARE CONCERNED OF INCREASING THE QUALITY OF THEIR LEADS, WHILE **55%** RATE LEAD VOLUME AS A CHALLENGE

In each of the phases discussed, HelloLeads helps the sales team to improve the quality of engagement with leads/prospects and build trust with the customer.

Talk to your [customer support](#) at *HelloLeads* to know more on how we help enhance the *selling discipline* and improve conversion rates. You could also request a quick [30-minute demo](#) of the lead management software.