

A woman with curly hair is smiling and looking at a laptop screen. The background is blurred, showing what appears to be an office or classroom setting.

# Prospecting 101

**FOR INSURANCE AGENTS**  
A SELF STUDY ACADEMY COURSE  
& WORKBOOK FOR SUCCESS

# Table of Contents

Introduction.....P3

The Difference:  
Prospect vs. Lead.....P4

A Guide to Prospecting.....P4

Prospecting 101:  
Agent Worksheet.....P10

### Introduction to Prospecting

As we have experienced in our careers, sales essentially boil down to two things: numbers and time. These two factors go hand in hand, and while you are racing against the clock to meet your quota, you save time and maximize your numbers by investing in the right processes, activities and new skills.

Right now, you may be wondering “why would I use this method?” Well, it is almost guaranteed that this is the method your competitors are using.

And this is why **YOU** should too!

Prospecting is the first step in the sales cycle. In the end, the goal you are working to achieve is to move the prospect through the sales funnel until they eventually convert into a revenue-generating customer. Sometimes, you may hear the words “prospect” and “lead” used interchangeably, but there is a huge difference between the two.

### What Will You Learn In This E-Book?

This resource is designed specifically for insurance agents looking to expand their knowledge of prospecting. In this e-book, you will find readings and activities that will help solidify your understanding of prospecting.

### The Difference Between a Prospect and a Lead

A lead is a potential customer who has expressed interest in your company or services through a behavior (i.e., visiting your website, requesting a quote, following you on social media, etc.)

Leads become prospects if they are qualified, meaning they align with your target audience. A prospect may also be classified as a potential customer who has limited or no interaction with your business, but they would not be considered a lead.

Leads and prospects have the same end goal, and it's your job to nurture these potential customers until they buy!

### A Guide to Prospecting

Did you know that 50% of sales ends up being time wasted on unproductive prospecting? (Source: The B2B Lead)

Agent Pipeline doesn't want your business to fall into that sales statistic. The value of working with Agent Pipeline is the guidance and 30-year industry sales experience we have in creating a simple framework that applies to all sales processes, but with a twist.

Individuality is important and we realize that everyone has their own approach, so we have weaved in personal prospecting tips and tricks from our top insurance agents and agency partners. Choose and experiment with whatever best suits your personal needs during the sales process.

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Research is a vital part of prospecting. Ensuring the qualification of prospects will highly improve the chances of conversion.



In this stage, we look at accomplishing a few goals:

- Prioritize and qualify prospects
- Is this prospect workable?
- What opportunities exist to create rapport, create trust, and establish a personal connection?

After researching, you can focus on the establishment of a highly targeted, relevant list to review. Based on your research, you should have a profile of your target customer, and every individual on that prospect list should meet that criterion.

Prioritizing can save you time and ensure that you are dedicating your best efforts to prospects that are the most likely to become customers. The process may vary based on agents and agency goals. However, there should be a few buckets of opportunities based on their likelihood to buy. It's important to focus on one bucket at a time.

Use a few touchpoints to classify your prospects:

- Does this opportunity match the customer persona?
- What is the business challenge that aligns with your product offering?
- Are you able to connect directly with the decision maker?
- Do you have a mutual connection or a mutual interest?
- Is there any opportunity for high interaction via social media or in-person?

Rank accordingly and begin your outreach prep. How do you start this process? It's simple. From the research you have conducted, you will likely know what your prospects are interested in, concerned about and find attractive.

Whether you're calling or emailing, your outreach should be highly tailored towards your prospect's goals, interests, and/or industries. On the next page, we will discuss some tips you should always keep in mind when contacting prospects.

- Keep these general tips in mind when contacting a prospect:
- Personalize your email.
- Stay relevant and timely. Be human – you're not a professional robot.
- Help them, don't sell them.
- Keep it casual!

During the outreach, alternating between voicemail and email is recommended. Ensure each message is unique and does not carry a "salesy" nature. This allows the prospects to conduct their research and respond at a time that is convenient for them.

Remember to create an engaging email subject line to pique the interest of the prospect while avoiding clichés. Consider creating a personalized opening line, perhaps addressing pain points and presenting a way to add value. Introduce your connection and why they should care about what you do.

Finish up the email with a clear call-to-action: suggest a precise time to connect or ask a close-ended question to ensure they understand the ball is now in their court.

A unique strategy is to send a calendar invite for a conversation instead of an email. Doing this allows you to get straight to the point. In the body of the calendar invite, ask for a simple 5-minute conversation. This gives prospects the option to decline, ignore, or schedule for a more convenient time.

If you decide to reach out via phone call, use this basic structure:

- Establish a connection early on. Create a more personal touchpoint to aid in developing a more personal relationship and enhance your likability.
- Ask questions about their business! Having this type of conversation gives you the opportunity to learn about their needs and problems. The less you talk about your products, the more interested they will be in your final pitch.
- Wrap it up quickly. You must remember to consider their schedule too. Make sure to discuss a follow up meeting to provide solutions for the problems they discussed and introduced during the beginning of your conversation.



After each call or email, remember to take notes and assess the most important factors. This provides you with the opportunity for a more

personalized sales presentation. When you present real solutions to the

prospect, it is vital to uncover additional challenges and reiterate what you discussed in the previous conversation. Help your prospect create goals, confirm their budget, explain the decision-making process + their options, and address the consequences of inaction.

Continue to the next page to find our specially crafted Prospecting 101: Agent Worksheet.

Fill out the worksheet to help organize your prospecting plans. Feel free to print and use the resource multiple times.

## Prospecting 101: Agent Worksheet

How will you approach your prospect?

What sorts of questions will you ask about their business/needs?

Will you be contacting your prospect via e-mail or phone?

Notes from phone call or email:

If you don't get the sale right away, how will you follow up?