

# OFFICIAL HANDBOOK

LEAD  
STAR  
Powered By EnrollHere



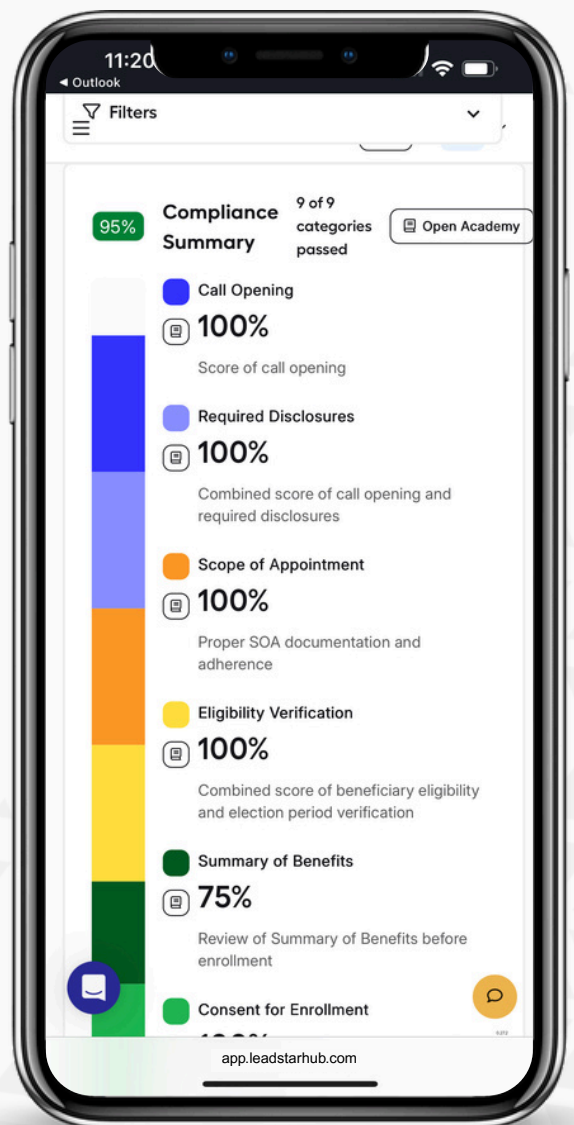
BETTER LEADS.



BETTER PRICES.



BETTER RESULTS.



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# About Us

LeadStar powered by EnrollHere was developed to provide agents and advisors with a convenient and user-friendly solution to lead generation.



All lead sources are reviewed for full TCPA- and CMS - compliance. Built-in call recording and storage, and AI Compliance monitoring means you'll have the tools you need to focus on selling.



We target qualified consumers nationwide wherever and whenever, while maintaining affordable prices.



Customers call you when they're ready to buy. Real-time exclusive calls and appointments, on demand, on your schedule.



Leverage the buying power of hundreds of agents to get the best prices in the business. Drive down your CPAs while fully controlling your business.

# Leads on Your Schedule

## Inbound Calls

Inbound Calls are generated when a consumer dials a number displayed on either a digital ad, television ad, or direct mail piece. Upon answering the call, you will be directly connected with the consumer, and you will be the first person to whom they speak.

\*Average pricing

**Medicare  
Spanish  
\$19**

**Medicare  
\$20**

**Final Expense  
\$27**

**ACA  
Inbounds  
\$20**

## Inbound Live Transfers

An Inbound Live Transfer is a call that has been generated by a consumer who has called in from a digital ad piece. Once the representative confirms their information and interest, they will transfer the call to your active Live Transfer campaign. When you answer, a representative will introduce you to an interested consumer who has agreed to speak with an agent. After you have confirmed all relevant information, the representative will drop off the call to let you assist the consumer.

\*Average pricing

**Med Transfer  
\$28**

**ACA Transfer  
\$28**

**FE Transfer  
\$37**

# Leads on Your Schedule

## Outbound Transfers

Generated through an outbound call from our call center to a consumer who has requested to be contacted from a digital advertisement. From there, the consumer will be qualified and transferred over to your campaign for assistance. When you answer, the representative will introduce you to an interested consumer who has agreed to speak with an agent and hand the client off to you to complete the sale.

\*Average pricing

**FE Transfer  
\$36**

## In-person Medicare Appointments

Generated through an inbound call from digital Medicare Advantage advertisements. The client calls into our call center where we verify their eligibility and confirm they would like to meet in person for a Medicare appointment. If confirmed, the client is sent a written form to obtain one-to-one opt in consent, collect a scope, and let us know what products they are interested in. After the form is completed, we will book their appointment with an available licensed agent at least 48 hours out to discuss their preferred Medicare options.

\*Average pricing

**In-person Medicare  
Appointments \$90**



**Performers  
(One or more sales)**

33 AVG Calls  
\$195 AVG CPA  
20% AVG CVR



**Non-Performers  
(Zero sales)**

7 AVG Calls  
84%  $\leq 10$  Calls  
9%  $\geq 15$  Calls



**Our data suggests that there is a strong correlation between the amount of calls taken and success on our platform.**

As you can see above, 32% of users fall under the performers category, and 68% fall under non-performers. But, within the non-performers category, 84% have taken 10 calls or less, while only 9% of users have taken 15 or more calls.

The users in the performers category take on an average of 30 or more calls, and result in an average CPA of \$195.

**Consistency is key to take the lead with LeadStar Marketplace.  
Continue reading to learn more about how to become a performer.**

# Key Success Strategies

## Outbound Calling

### SPEED TO DIAL

When making an outbound dial, **the most important tip to remember is that calling the lead within the first minute of receiving their information is imperative.** These consumers are actively on the internet when you have received them as a lead, so getting to them ASAP while you're still top of mind increases your chances of success.

### ATTEMPTS TO CONTACT

According to data provided by our partner, data leads need to be worked thoroughly before moving onto the next prospect. **We recommend calling the lead at least 12 times within the first four days of receiving them before assuming they are not interested.** This should be done by calling three times a day, leaving a message once each day, as well as reaching out via all provided channels.

### DOUBLE TAPPING

Our top producers have found that double tapping a lead means calling them once, waiting five minutes, and then calling them again. This method has proven to be very effective due to an individual's low likelihood of answering an unknown number. **Calling the lead five minutes after an unanswered call has shown to increase your contact rate.**

# Key Success Strategies

## Live Calls

### Immediately Guiding the Call

The first three minutes of the call is the most important for gaining the trust of your client. It is important to make the client feel as if they can trust you if they need your assistance, and that you have the ability to find the best plan for them. **You can do this by emphasizing the importance of shopping for plans in your introduction, as well as including a value statement outlining potential benefits.**

### Instill Confidence

One way to gain the trust of a prospect is to create confidence that the plan option you have presented to them is a better alternative for them. You can do this by asking the prospect a few simple questions: **What is your current plan's max out of pocket? What is your dental benefit? Do you have to get provider referrals?** In most cases, the prospect may not know the answers to those questions. You can use this as an opportunity to educate them on what their potential plan would entail. "Well let's start with helping you understand your current plan and then I can shop to ensure you are getting what you are entitled to."

### Assumptive Language

Using assumptive language is also a great way to establish direction over the call. **For example, instead of asking the client "How can I help you today?", you should be saying "Mr/Mrs. [name], what I would like to do for you today is ..."** By speaking like the client has already agreed to accept your assistance, you have the ability to lead the call in your desired direction.



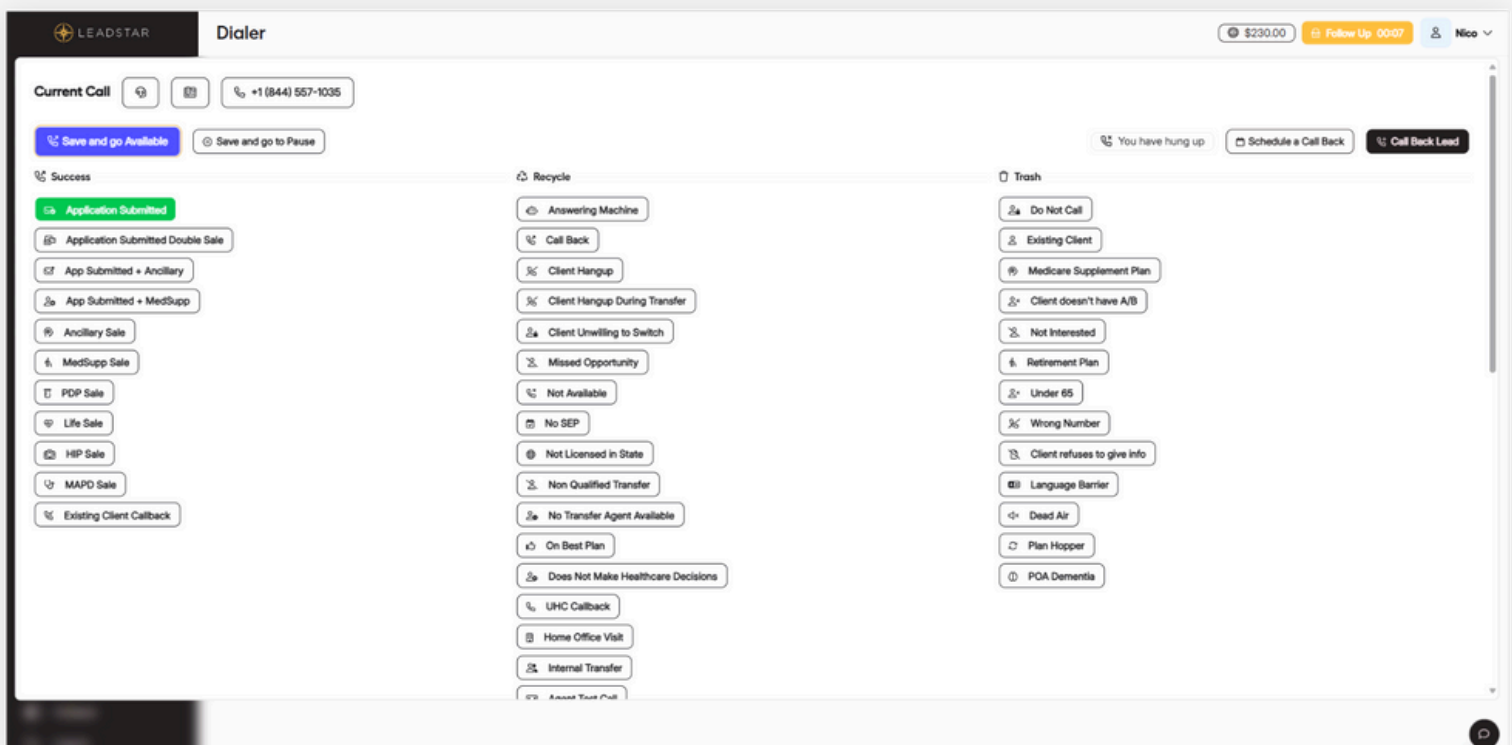
# Importance of Dispositioning Leads

Our team is constantly working to optimize our platform and provide the highest quality leads on the market.

We ask that our users disposition all leads, from the beginning of the sales process to the end.

Dispositioning gives our team a full funnel view of how our leads are performing, so we can accurately maximize your results.

You can disposition your leads by going to the Call Log, clicking on the information icon on the far right of the lead you wish to update, then selecting **"Edit"**.



# Do's and Don'ts of Successful Selling



End your introduction with "What is your current coverage?"

End your Introduction with "How may I help you today?" or "Did you request this call?"

Bring value to your words by knowing when to include excitement, and inflections in your voice.

Explain insurance in a monotone voice. (Boring!)

Conduct a needs analysis as you speak with the client and see what is most important to them. The client will tell you how to sell them!

Go through your sale robotically without adapting to the clients wants/needs.

Use real-life examples of how additional benefits the lead is qualified for may help them, creating a more compelling reason for them to buy.

Rattle off a list of benefits without tying them back to how they will save the consumer money.

Try to connect with the consumer personally. For instance, while you are looking for plans, ask about a dog you hear in the back of the call, or reference something geographically relevant.

Miss out on building rapport by putting the client on hold.

Keep the Plan options presented simple, so the consumer can understand clearly. And try not to present too many options at one time.

Present so many options that the client becomes confused. You've diminished the value in your assistance. A confused buyer does not buy!

# Common Medicare Objections



"I already have my insurance picked out for the year. "

"That's great. Can you tell me what your over-the-counter or utility benefit for the year may be?"



**Some consumers may not actually know this, which may open the door for further conversation.**

"I'm not giving you my Medicare number."

"Okay, I can search your zip code as an alternative to find great plans in your area."



**By telling the client exactly what they may be eligible for, you create a desire for your services as well as establish trust that you are here to help them.**

"I don't pay anything out of pocket currently, why would I switch?"

"That is great! But it is important that we still search for any additional benefits you may be eligible for such as dental, vision etc. We are just doing our due diligence to make sure you're getting everything you are entitled to."



**This creates an opportunity to remind the client of the value of your services so they can understand you are trying to help and educate them about their options.**

"This is too much for me right now / It's not a good time."

"I completely get it, all of this can be overwhelming. Talking about insurance can be like going to the gym; it's hard to get through but you feel great after."



**This is a great way to re-engage the consumer by building rapport and adding lightheartedness to an overwhelming conversation.**

# Final Expense Sales Process

The proven process to close our Live Calls.

## **1. Take the first minute of the call to build a relationship with your client.**

Final expense can be a heavy subject to discuss at times, especially over the phone. So, to lighten up the mood, make sure to use a bubbly, and pleasant tone to make small talk. Referencing their location & any connections you may have to it is a great way to start!

## **2. After you've lightened the mood with small talk, give your state license information and first / last name.**

Since you are selling over the phone, it is important to present your credentials to prove you are a reputable source for assistance for your lead. This will help to gain your leads trust and keep them on the phone with you. ex. "The great state of \_\_\_\_ has licensed me to help people like you out with their final expenses."

## **3. Start your needs analysis by asking "What is it about final expense that has concerned you the most?"**

This will help you understand your clients needs, and can be leveraged later in the conversation to remind them why they need coverage.

# Final Expense Sales Process

The proven process to close our Live Calls.

## **4. Education is key, make sure they fully understand all of the different types of coverage.**

By educating your lead, they will be able to fully understand why whole life fits their needs the best, and why it may be in their best interest to switch if they currently have different coverage.

## **5. Use basic health questions to pair them with the right carrier.**

Give them good information on each carrier. Using reputable carriers when selling over the phone will strengthen your pitch.

## **6. Present two or three policy options.**

Presenting too many options will confuse your lead, and diminish the value of your services.

## **7. Close the sale!**

# Additional Resources

Invest a few hours of your time to review our training resources below, and maximize your results.



**To watch our launch webinar,  
scan here.**

**For access to the MA Sales  
Script, scan here.**



**For access to our Agent Platform  
Training Video, scan here.**

# Additional Resources

Invest a few hours of your time to review our training resources below, and maximize your results.

**For access to Agent Click Through  
(Practice Platform Utilization), click here:**

<https://bit.ly/4IX8kyi>

\*not for mobile use



**For access to our Admin Platform  
Training Video, scan here.**

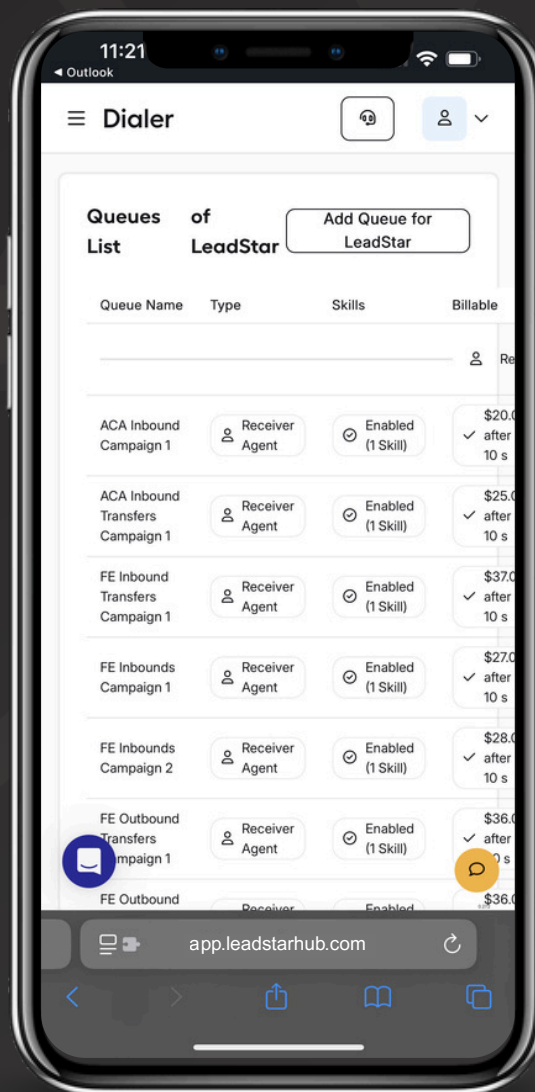
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