

Exhibit B

Exclusive Insurance Lead services from NetQuote - Mozilla Firefox

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### You've received an insurance lead – now what? How to profit from an exclusive insurance lead

These days most insurance agents are using insurance leads from several internet based insurance lead services. The results have generally been good, but to make the most out of your leads you got to follow a few things.

The first thing you do after receiving an exclusive insurance lead is to follow up with that lead immediately. If it is not a very odd hour to call, then call him instantly. The quicker you respond the more interest he would have retained. If it is not a suitable time to call, then send an e-mail immediately introducing yourself. It works if you send personalized emails and not a template. Even if you catch the person on the phone you need to mail him, making an assessment of what his needs may be a feel of which you can get from the conversation.

If you get your exclusive insurance lead on the phone don't just start off with a sales pitch. Instead provide him some time and opportunity to open up. Allow him to reveal what kind of insurance policy he is looking for and what are the benefits he will seek from the insurance. Once you can assess your needs you can slowly introduce the references of the policies you think will suit him.

Try to cross sell. If you think your exclusive insurance lead is looking for auto insurance but he can also do with a house insurance then try and get him a discounted package. If he feels that you are trying to help him out and your main motivation is not selling any product, he will rely on you more.

Do keep in mind that an exclusive insurance lead will not necessarily turn into a client. There will be rejections. However good your policy may be and however hard you tried, some people would refuse to do business with you. Don't lose heart. In fact look at these leads also as opportunities. You know that their insurance period will get over in a year or six months. Once their insurance cover near expiration you can again get back to them. This time they might just agree to do business with you.

These are just a few basic things you can follow to make the most out of your exclusive insurance lead. You can always be innovative and introduce new measures.

netQuote Agent Program

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