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Overview

TRI Marketing has professionally trained telemarketers cold call prospects on your behalf to offer a free comparison quote on Auto/Home Insurance. TRI can either email the information to your agency or live transfer the prospect while they are on the phone.

Description
TRI (Auto: Next Day Email Delivery, 120 leads)
TRI (Auto: Live Call Transfer, 60 leads)
TRI (Home: Next Day Email Delivery, 60 leads)

What Can I Expect?

Next Day Email Lead Delivery – 120 Auto Leads

- Agency owners select counties/area codes/zip codes or provide prospecting lists/audits to TRI.
- Prospects that meet basic qualifications are sent to your office the next business day via email and expect a call from the agent within 1-2 business days.
- Auto lead-in script with homeowner info at no additional cost, if consumer is interested in a property quote.
- Leads are guaranteed for interest, if you are not able to provide a quote due to lack of interest from the prospect, you have 30 days from the date of the lead to return it for replacement.

Live Transfer Lead Delivery – 60 Live Transfers

- Agency owners select counties/area codes/zip codes or provide prospecting lists/audits to TRI.
- Prospects that meet basic qualifications are transferred directly to your office.
- Agents set preferred calling schedule.
- TRI will email you the contact information for each prospect transferred to the agency.
- If you are not available to receive the live call within 2 attempts, TRI will send the lead information via email within 1 hour. The prospect is expecting a call back from the agent.

Next Day Email Lead Delivery – 60 Home Leads

- Agency owners select counties/area codes/zip codes or provide prospecting lists/audits to TRI.
- Prospects that meet basic qualifications are sent to your office the next business day via email and expect a call from the agent within 1-2 business days.
- Leads are guaranteed for interest, if you are not able to provide a quote due to lack of interest from the prospect, you have 30 days from the date of the lead to return it for replacement.



Benefits to my Agency

Next Day Email Lead Delivery – Auto/Home

- If you are unable to quote a lead from TRI due to lack of interest by the prospect, the lead will be replaced.
- The leads are exclusive to one agent for 3 years.
- TRI representatives spend an average of 10 minutes gathering info on the agent's behalf. In turn the prospects are more receptive to an agent calling back to give them a free quote.

Live Transfer Lead Delivery - Auto

- Prospects are transferred directly to your office.
- 84% of the prospects transferred to your agency are guaranteed to be interested in a quote.
- Transfer prospects are exclusive to one agent for 3 years.

Best Practices

Next Day Email Lead Delivery – Auto/Home

- TRI's national closing average on the Next Day Email Delivery Auto/Home leads is 10% to 12%. The closing average increases as the agent continues to work the leads, some agents experience a closing average of 20% or more!

Live Transfer Lead Delivery - Auto

- We advise that the agency has more than one licensed staff available in the event that we transfer multiple calls to the office at one time.
- If you are not able or staffed for a scheduled time/day, just contact TRI to cancel the call session.