

Delivery Notification involves copying a lead onto a “brightly colored” sheet of paper. Then with a pen write across the top "I received your information. Call me ASAP for the information you requested." Put your business card or phone number on the paper, fold it in half so the lead isn't visible to the public, and take it to prospect's home.

Very often when you knock on their door, they answer! Caller ID technology hasn't advanced to the door yet, so most of the time you'll be greeted. Usually you would want to say something along the lines of, "I've been trying to get in contact with you about this (show the lead) request you sent me, and get the information out to you. I do need to set up a time to meet with you. It's about a 15 minute get together."

Use your own professional judgment here. If they invite you in, and you have the time, you can meet with them right then. Or you can do a “take away” and let them know that you can't see them right now, as you have a number of other good families in the area you are scheduled to meet with that night. Set up an appointment for later in the week or for the next time you will be in that area.

How big is your lead pile? Be honest with yourself. We all have a stack of leads that we haven't been able to get in contact with, no matter what time of day we've tried calling. These are the people that look at their Caller ID and let it go to voicemail if they don't recognize the number. One would think, "Okay, I'll just leave a message and they'll call me back." However, the prospect will only listen to part of the message, realize they don't know you, and delete the message stereotyping you as an ordinary salesperson that is cold calling them. To try and set appointments solely by phone is a disservice to both the prospect, and to you. These people are just as qualified as any other lead; it's just more of a challenge to get in contact with them. The benefits of putting forth the extra effort can be fantastic. After all, if you haven't been able to get a hold of the prospect, you can bet no one else has either.

How much time during the week do you really have available in your normal schedule? A few hours' worth per week... at least. So let's work smarter, not harder, and use those sharp time management skills we already possess, and visit these people during our downtime instead of just killing time in the field. Dust off those leads that you can't contact by phone, and start organizing them into geographic areas that correspond to the areas where you are currently setting appointments.

Now if they're not home you can do one of two things.

- (1) You can take the lead you have copied onto brightly colored paper with your information and slide it as far under the door as it will go so that when they return home they will find it right away.
- (2) Unique Writers has created a “Delivery Notice” similar to those used by the post office, UPS or FedEx. This little “sticky” notice (just like a post-it note) can be easily affixed to a prospect's door when they are not home. You just put down the client's information and your contact info, so they pick up the phone and call you when they return. You will typically want to use your cell phone number so that if they call while you're still in the area, you can go right over and meet with them if they are available, or set an appointment for the following day.

Whether you use the Delivery Notice or the lead on colored paper, you'll get a phone call approximately 60% of the time. Many times it will be that same day.

