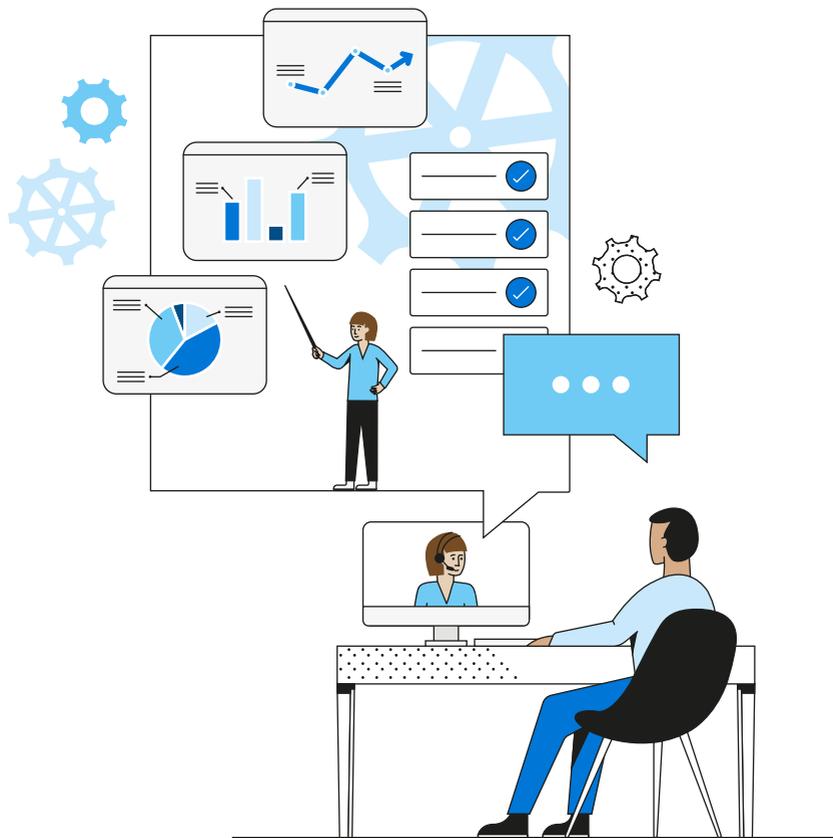


Improving lead purchase results

A Distribution Quality Management Programme guide



The lead market is rife with pitfalls and dangers, and choosing the wrong introducer can be costly to your business. That's why it's critical to review, test, learn and track the success rates of any new business leads you purchase, to make sure you're getting a good return on investment.

But how should you navigate such uncertainty? It's important to be aware of the leads to prioritise, and which ones to avoid. Exclusive, verified leads are always best, especially "hot keys" – where a customer is transferred off the back of an enquiry. Stay away from shared leads – these are sold to more than one broker and can see commissions sacrificed to get the lowest premium for the customer.

Here are our recommendations on how to improve results from your lead purchases:

1 Aim for realistic results

Be mindful of other agents who say they get a better result at lower prices. Getting quality leads from a reputable seller may give you a better return long term, and result in less cancellations.

2 Deal with a reputable provider

Any lead provider handling client data must comply with data controller regulations (as part of the Data Protection Act 2018). You can also check the Data & Marketing Association website for further advice on lead providers and purchases.

3 Carry out background checks

Always ask the lead provider for either a free, no-obligation trial period, or ask them to provide valid testimonials to back up claims of quality and satisfaction.

4 Check refund and quality policies

Refunds and quality guarantees are always a sure sign a lead provider is backing up their claims. Make sure there are refund or compensation policies available too.

5 Work to a budget

Once you have purchased your leads, continue to track the quality and persistency of your purchases.

6 Maintain contact

Remember, the lead has future business potential, so maintaining contact after a sale and building a relationship with the client could be beneficial. See [ICO direct Marketing Checklist](#) to ensure you're using data appropriately.