



Bulls eye Leads

Phone lead Guidelines: The information below outlines Bulls eye Leads approved reasons to issue credit for leads in its phone leads program.

1. **More Than 1 Rebuttal** - It is understood that the telemarketer is allowed one rebuttal to potential prospects remarks (For example: "I already have insurance"... the Telemarketer is allowed to come back with 1 rebuttal, if a prospect agrees after that and completed the phone call with an understanding that an agent will be calling them back, it is a good lead. If the prospect continues to state they are not interested then it will be credited.
2. **Same Lead in any 30 day window**- If you receive the same lead within 30 days we will credit you.
3. **Wrong #:** We will credit for wrong numbers. Usually this is a simple typographical error and can be corrected with the lead not needing replacement.
4. **No voice recording:** We will credit for leads that do not come with a voice recording.
5. **Over age 80** – We will credit for any leads over age 80.

Client may submit a lead request for bad leads within 72 hours of lead delivery. All requests for Leads replacement must be done on lead request worksheet with the order #, Lead # and the reason for the request. Guideline may be revised at any time.

I _____, have read, understand and agree to the Bulls eye lead replacement policy. I also understand that lead orders are non-refundable and leads cannot be replaced for any other reason.

Signed: Agent

Date

Counties in order of preference

County	State	County	State
1. _____	_____	4. _____	_____
2. _____	_____	5. _____	_____
3. _____	_____	6. _____	_____