



LEAD REPLACEMENT POLICY

Lead Dog Leads Mission Statement is to “Provide the Highest Quality Leads Available Anywhere, At Any Price!” We feel that if you, the agent, have a realistic expectation of what a true lead consists of, then we are the right company for you!

Below, we have provided our guidelines for lead replacement. Our procedure is to our Quality Control Department contact each lead to verify the validity of the request for replacement. We will ask every question again as well as see if the prospect has been provided with a quote already. Once this has been completed, the agent will then receive an email stating the decision(s) and reasoning behind each and every replacement.

LEADS ELIGIBLE FOR REPLACEMENT

- Leads must be submitted, with the correct forms, within **30 days** of receipt order. Any leads sent after the 30 days, will NOT be considered for replacement.
- Leads considered “**Uninsurable**” must be considered so with ALL carriers in the area of the leads ordered.
- If the contact information on a lead is invalid or not working, please contact us and we will research to get you the correct contact information.

LEADS INELIGIBLE FOR REPLACEMENT

- We do NOT replace leads that would be considered *Waivers* or *Riders* with a company.
- If a lead states that the prospect is okay with getting **separate quotes** due to a family members health, this is not considered for replacement. All prospects are notified at time of call that due to the conditions, only the healthy individuals will be able to receive quotes.
- We specify at time of call that group quotes will not be provided and that our agents only provide **individual** quotes. If the prospect still gives their information then this is considered a lead and is not eligible for replacement.
- Our Phone Representatives spend quality time on the phone gathering information from the prospect and we are not responsible for situations that may arise after the lead has been taken that may change the prospects mind. We train our Phone Representatives for a ‘soft-sell’ approach and we continue to monitor this daily.

SENDING A LEAD IN FOR REPLACEMENT

- Fill out the Lead Replacement Form (see attached form) and fax/email to information listed below, along with the original copy of the lead you would like replaced.
- Once we have verified the lead you will be notified via email with the decision on if we will/will not replace your lead and the reason(s) why.
- If the lead is to be replaced, we will work to have it to you within 2 weeks from the decision date.

Email: sales@leaddogleads.com

Fax: 800.863.9511 or 815.462.0376

Phone: 800.863.9511