

- Telemarketing Leads
- Banner Leads
- Old & Sold Leads
- Auto-Dialing Leads
- Internet Spam Leads
- Machine Leads

**BEEN BURNED BEFORE ?**

Understandable - those lead types aren't designed for the best results you expected. Use . . .

## **Television Commercial Inbound Call** **Loan Modification or Debt Settlement Leads**



### **Agencies Like Them because . . .**

- ✓ **Time Saving** - minimal in-house mgmt., returns, disputes
- ✓ **Proven Quality** - exclusive, motivated, no processing issues
- ✓ **No Hassle** - no lists, DNC scrubbing, or prospect complaints
- ✓ **No Worry** - no big "pay and pray" ad campaigns
- ✓ **Eco-Friendly** - no tree-chopping postcards, newspaper ads
- ✓ **Better ROI** - no prospecting staff and facilities, better staff utilization, lower overall cost per application

**Call**  
**Forbes Debra Harvey - 630-262-1004 - competitors use them - why not you?**  
**Now !**

Prices start at \$65 / lead, min. national 100-lead order. Forbes Marketing Group has been serving the lead industry for over 13 years with quality leads and excellent customer service.

### **No Sales Hype - Just Facts: Why TV Inbound Call Leads Are Best**

"Lead users eventually learn the hard way that quality leads are simply ones where the product-educated client is motivated to contact you directly."

### **Clients Like Them because . . .**

- ✓ **Understanding** - 30 or 60-sec. television commercial explains product faster and with more clarity so more prospects understand what they are asking
- ✓ **Time Saving** - don't answer the same questions twice
- ✓ **Satisfaction** - immediate answers from an officer

### **Officers Like Them because . . .**

- ✓ **Time Saving** - no repeated callbacks - not home, busy
- ✓ **Higher Morale** - less stress, less rejection, more job sat.
- ✓ **Apps / Closes** - more of them so more commissions
- ✓ **Better Relationship** - building rapport by providing needed info instead of trying to keep them from hanging up

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