

Are Debt Settlement Leads Being Overcharged to Loan Officers & Attorneys Without Quality Service?

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July 29, 2009 - [PRLog](#) -- The loan modification lead and debt settlement procurement market for some lead buyers such as attorneys, mortgage brokers & loan officers has been a dismal experience with regard to obtaining a fair market cost. For some buyers, especially those new to the lead market, the procurement process has been strategically challenging because of the unethical, deceptive and highly volatile prices that some vendors and resellers currently charge. The financial acquisition of a loan modification lead or debt settlement lead is based on the “total cost of ownership” (TCO), obtaining the right quality and quantity of loan modification or debt settlement leads, purchasing the lead at the right time, in the right place and from the right source. The purpose of the TCO is to help consumers and enterprise managers determine direct and indirect costs of a product or system.

Loan modification leads and debt settlement leads generated through live transfer TV commercials is a technological product I have found provides my clients the highest probability of obtaining the best possible return on investment with a low cost per acquisition. For a loan modification lead campaign to come to fruition on all ends, it is imperative a loan mod lead vendor offer their clients a price that is exceptionally fair while ensuring the TV commercial is professionally produced/edited and being aired on a suitable TV network and time slot which targets the desired prospects. It is also a loan mod lead vendor’s responsibility to correctly regulate the amount of loan mod calls a client request per hour along with ensuring the client is not charged for bad leads and provided with the phone numbers of prospects that were lost in transmission.

A highly unethical issue taking place by loan mod lead and debt settlement lead vendors occurs when a live transfer TV lead is resold as an aged lead 24 hours after it has been generated and a client has determined the prospect meets the criteria for a loan mod or debt settlement revision. It is without your knowledge that these highly qualified live transfer TV leads which cost you \$45-65 were now sold 24 hours later as an aged lead for \$25 to another consumer. What a crummy industry!!

Most loan modification leads & debt settlement leads offered by vendors provide a limited service which fails to address the fundamental strategies required in order for a sales team to increase closing ratios. A potential recipe for disaster occurs when lead vendors provide a restricted service consisting of generating and delivering the lead placing the closing responsibility solely on their client. I have found that most lead generation vendors do not offer sales support strategies to their clients either because they are not sales people or feel it is not their job duties.

I am a strong proponent in the belief that loan modification lead or debt settlement lead vendors should work together with their client by incorporating a sales training session aimed at boosting closing rates. Providing ongoing strategic sales planning sessions should be an obligation of lead generation vendors to their clients considering that a loan modification lead or debt Settlement live transfer TV lead costs \$65 on average!

A quality lead generation specialist services should include assisting clients with high-quality customer interaction sales solution materials. The customer is still ruler, and it should be the in the loan modification lead vendors best interest to help their clients acquire and retain customers. In any business it is evident

that the products and services offered represent your company to the public and the way you provide those products and services is directly linked to your market share, future growth and profitability. A debt settlement lead or loan modification lead vendor should work with clients to discuss customer interaction strategies that can be designed to enhance and drive profitability.

Debt settlement lead vendors should help strengthen their clients sales force team by disclosing several opening and closing strategies for a plethora of circumstances. Closing the sale is a natural piece to a well prepared and presented sales strategy. The home owner expects you to ask them if they need help and most know nothing is for free. You should have faith in the product offered to home owner prospects, and if you don't, then perhaps you are selling the wrong product. Remember that a home owner prospect can distinguish a well prepared professional from another. Prepare, practice, and use a strategy that works for you.

"It is an immutable law in business that words are words, explanations are explanations, promises are promises but only performance is reality"

We are a wholesale lead generation company specializing in live transfer tv loan modification and debt settlement media campaigns.

Contact <http://www.LoanModificationLeads.TV> or call 954-638-4299 for more information on Live Transfer Loan Modification TV Leads or Debt Settlement Leads.

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Specializing in live transfer TV leads of Debt Settlement Leads, Mortgage leads, Loan Modification Leads, Refinance Leads, Insurance, Auto and Life for over 8 years. Our leads are guaranteed to meet your standard and our prices are unbeatable while providing the highest level of customer service.

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