



The Society of Will Writers

How to source telemarketing data for sales leads

2-Day Introductory Course

26th-27th Nov

LPA Course

19th Nov, Lincoln

Advanced Instruction Course

18th Nov, Lincoln

Sure Will Writer

25th Nov, Lincoln

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Talk to any of the UK's 2,000 professional will writers and they will tell you one of the hardest tasks they face is to generate sales leads. In fact, sourcing sales leads is often the most stressful part of being

a professional will writer, far harder than actually writing the will itself.

The task is made even harder because will writers rarely come from an advertising or marketing background. Whilst there are plenty of resources available and the Society of Will Writers and College of Will Writing have made admirable attempts at demystifying marketing, the fact remains that lead generation is almost considered a 'black art' successfully practiced only by a few.

Talking to will writers up and down the country, it is clear that press advertising in the local press can be a very effective means of making a will writer's presence visible to the local community. However, it can only go so far and is a passive form of awareness advertising rather than a dynamic call-to-action that will writers need to generate leads on a sustainable basis.

Enter telemarketing, which many will writers use as their preferred method of drumming up interest and business. However, whilst recipients of a telemarketing call often tend to be receptive and empathetic to the will writer, they simply might not be in the market to write a will for any number of reasons.

The task therefore is to source telemarketing data that generates a higher response than simply using the local phone directory. That can only happen when the telemarketing data contains people who are 'ready to buy', rather than 'might buy'. This is a *crucial* difference that can greatly change the conversion rate of the people you call.

We have been sourcing telemarketing data for a number of will writers ranging from large

organisations to smaller 'one man bands'. Our experience has shown that by identifying the right data, we can dramatically increase telemarketing conversion rates. Currently we average anywhere between 5-7% conversion rates on a consistent monthly basis across the board.

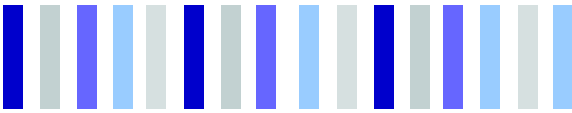
What telemarketing data works best? Mail order buyers (often young families), lists from home shopping channels containing individuals who have responded by phone to TV offers, and telephone surveys. What works for these telemarketing lists is that the telephone number has been recently verified whilst the individuals concerned are also used to transacting by phone.

Some companies have even used this high performing data and given it to professional telemarketers. These professionals have managed to increase the performance of the data and lifted conversion rates to as high as 12%. This service is particularly useful for will writers who have neither the time nor infrastructure to execute telemarketing campaigns.

Just as a will writer would advise against an individual drawing up their own will without professional oversight, marketing professionals recommend the same. Skimping on data quality is a false return because conversion rates drop significantly and resources are squandered on poorly performing telemarketing campaigns.

To sum up: by sourcing your telemarketing data through an experienced data specialist who knows the will writing industry, you can dramatically enhance and improve your telemarketing campaigns. Why? Because the data you use will be of high quality and aimed at maximising your conversion rates. You won't be disappointed. **Andy Chesterman**

Reminder: From the 10th November the SEV form should be used for tenancy severances instead of the RX1



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November 2008

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Don't forget to return your conference feedback form!

Events Calendar

- 18th Nov - Advanced Instruction Course, Lincoln
- 19th Nov - LPA Course, Lincoln
- 19th Nov - Yorkshire Region Group, Harrogate
Cairn Hotel 10am
E-mail: Yorkshirewills@fsmail.net
- 25th Nov - Sure Will Writer Course, Lincoln

Presumption of Revocation

A recent case saw a widow and daughter seeking a declaration that the deceased had died intestate, making them the sole beneficiaries of the estate.



In *Kwawangen & Ciebrant v RNLi & Others* [2008] the defendant charities stated that the deceased had left a Will leaving his entire estate to them and made a counterclaim for a grant of letters of administration with reconstituted Will annexed.

The deceased had not lived with his wife and daughter (the claimants) since the 1960's and, though they still corresponded, had not seen them since 1976.

The deceased owned a property which he had purchased in 1974 with a friend, inheriting his friend's share on her death in 1975. At the time of the purchase the solicitor acting recalled that the deceased had executed a Will and found evidence that there had been a Will file although the original could not be traced. A neighbour of the deceased

recalls finding a Will in paperwork after his death and could remember its contents. The daughter denied this but the judge believed the testimony of the neighbour who also informed the judge that the daughter had discussed 'getting round' the Will. The solicitor claimed that the daughter had also asked hypothetical questions regarding the validity of Wills and the effect of the Inheritance (Provisions for Family and Dependents) Act 1975; which would have been irrelevant if there had been no Will.

This conduct, together with her unconvincing evidence led the court to find against the daughter and ordered that a Will be reconstituted in accordance with the charities and the neighbours recollection.

The main reason for the judges decision however was based on the evidence provided by the writer of the Will as she had no reason to make up false recollections having never had any contact with the main parties to the case.

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