



## Quick Comparison Summary

Lead Vendor Performance & Projections

LEAD VENDOR	TYPICAL INVESTMENT	EXPECTED RESULTS	EST. SUBMITTED ANNUAL PREMIUM*
AmeriLife Direct Mail	\$500	~ 4-5 SALES	~\$5,000
All Calls	\$60 per call	~ 25% CLOSE RATE	~\$6,000 <small>PER 20 CALLS</small>
Bang Bang Power Pack	\$397	~ 3-6 SALES	\$3,600 – \$7,200
Bang Bang Live Wire (\$750)	\$750 / week	~ 3-5 SALES	\$4,000 – \$6,000
Bang Bang Live Wire (\$1,200)	\$1,200 / week	~ 4-8 SALES	\$5,000 – \$10,000

\* Based on an average policy of \$100/month (\$1,200 annual premium).