

Participant Guide
Session 2: Warm Leads

*Use this to engage more fully as you listen to this session. Pause the video.
Answer these questions as the session unfolds. Dig in.*

1. How many jobs have you done so far this year for residential homeowners?

2. How many of those have you talked to the homeowner's Insurance Agent?

3. What about utilizing this warm lead scares you or makes you uncomfortable? Tell me about that.

4. What about utilizing this warm lead excites you or makes you optimistic? Tell me about that.
