

## Lesson no. 6: Converting Leads into Sales

### 1. CONVERTING LEADS INTO SALES

Constant internet connectivity allows more and more customers do their research online. Approximately 70 to 90 percent of the buyer's journey is completed before reaching out to a sales representative. According to Forrester, the average customer engages with 11.4 pieces of content before making a purchase. Therefore, your website is essential to the purchase process.

#### **I. Use visuals.**

Roughly 65 percent of the population has been categorized as visual learners, so it is no wonder that articles with visuals get 94 percent more views. But it is not enough to just have any image on your site, quality plays a vital role and should not be forgotten in the process. Use graphs or charts to quickly display savings and advantages for the product. Adding an autoplay video to a landing page might also be something to take into consideration, depending on the product this can increase conversion by 31 and 86 percent.

Offer specials.

For prospects on the fence, a special, limited-time offer will give them the push they need. In a survey, nearly 7 in 10 took advantage of a sale or coupon from a marketing email in the past month, showing the power a special offer has in converting sales leads.



## **II. Teach your audience.**

Today's buyers are more skeptical and more empowered. They have become accustomed to being able to quickly compare prices and learn the ins and outs of a product before ever talking to a salesperson or requesting information online. In fact, most buyers are  $\frac{3}{4}$  through the sales process by the time they reach that point. Therefore, it is important to be the one to teach your prospective customers. Help customers make their decisions through sales enablement which constitutes white papers, videos, info graphics, and other content marketing practices to

better inform the consumer. According to research by Nelson, expert content is 38 percent more effective in purchase considerations than content that is simply branded.



### **III. *Ask for the next action.***

Part of sales enablement is to make the information available to help prospective buyers take the next step in the sales process. Especially with high-ticket items, a call to action on every page of your site invites the customer to learn more, download a report, or request more information. This engagement helps in converting leads into sales by showing which leads are ready for the next step and which leads are still in the research phase of the buying process.



#### **IV. *Get contact information.***

You can't rely solely on your website. Even the best crafted website needs the human touch. At some point in order to convert leads, you may need to call them. Even in this digital age, the phone is still a vital tool, especially in reaching targeted sales leads.



## **V. Call ASAP.**

It may seem like stating the obvious, but remember to follow up on all leads. According to PR Newswire, most B2B firms fail to follow up with 70% of their leads. These include contacts from trade shows, seminars, cold calling, database purchase, and telemarketing and represent 65% of their marketing budget. A simple callback within two minutes or less increases the likelihood of a purchase by four times.



## **VI. Ask for the Sale.**

Visual content, special offers and sales enablement are all ways to convert leads into sales, but ultimately, after providing your prospective customer with plenty of information and support, you need to ask for the sale. On your website, provide call to action button such as “buy now” or “add to cart” as an invitation for the

customer to convert. For well-qualified and target leads, take it beyond the digital realm and make a phone call to move the sale along.



When asking for the sale, remember that today's marketing isn't about selling the customer. It's all about helping the customer solve their problems. Make certain you understand your customer enough to offer solutions they will be interested in.

Consider this approach:

*Hi \_\_\_\_\_. This is Bob with \_\_\_\_\_. I noticed you downloaded our report on \_\_\_\_\_. I just wanted to call and get you to buy.*

Focusing on how you can help the customer has shown to increase leads converting to customers by 70%.

### **VII. Score your leads.**

Not every lead should be added to the sales pipeline. Implement a quality control system by allowing only the high-score leads in and nurturing the rest. Qualified leads will have similar traits to previous prospects, they should have the right title and budget authority with a serious need and interest.

While about 73% of leads are not sales ready, that doesn't mean they should be ignored.

