

YOU GOT A LEAD...

NOW WHAT?

June 2015 Workshop



PLUMB
MARKETING

Straight to sweet results

INTRODUCTIONS

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LET'S REVIEW...

● “WHAT IS A SALES LEAD?”

A SALES LEAD is...

...the Identification of a person and/or entity (and the data associated with that person and/or entity) who has the interest, authority and budget (i.e. money) to purchase a product or service.

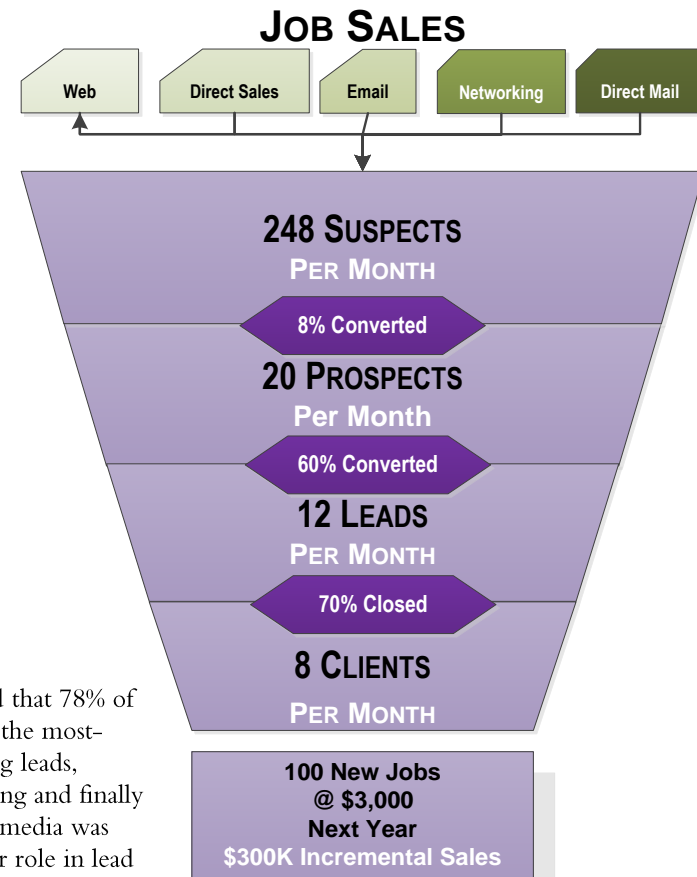
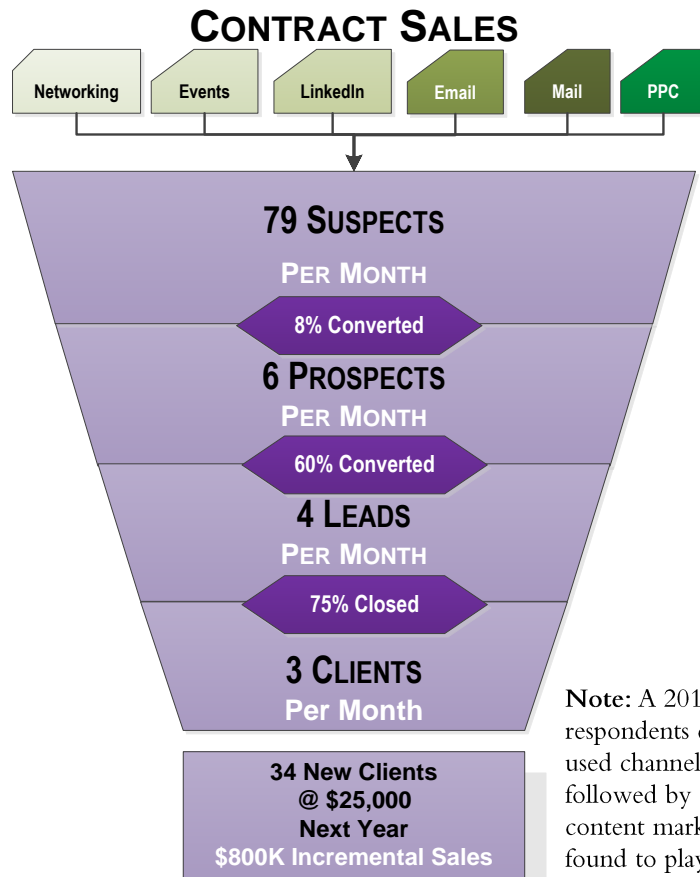
- A lead can be obtained through an inquiry, a referral, or a response to advertising and marketing efforts which is called lead generation.

HOW MANY SALES LEADS DO YOU REALLY NEED?

- The process of determining the number of leads you need uses a tool called the **SALES FUNNEL**. This process utilizes forecasting data including projected orders and sales volume combined with historical data such as lead to estimate ratio, estimate to order ratio and average order amount.

What is a sales funnel?

Sales funnels collect leads from various sources, the choice of which depend on the product(s) and its target buyer(s). Once collected, the process moves the lead step by step through the funnel until it becomes a client and then an advocate.



Note: A 2014 study found that 78% of respondents cited email as the most-used channel for generating leads, followed by event marketing and finally content marketing. Social media was found to play only a minor role in lead generation.

QUESTION 1?

DO YOU RUN THEM OFF OR REEL THEM IN?

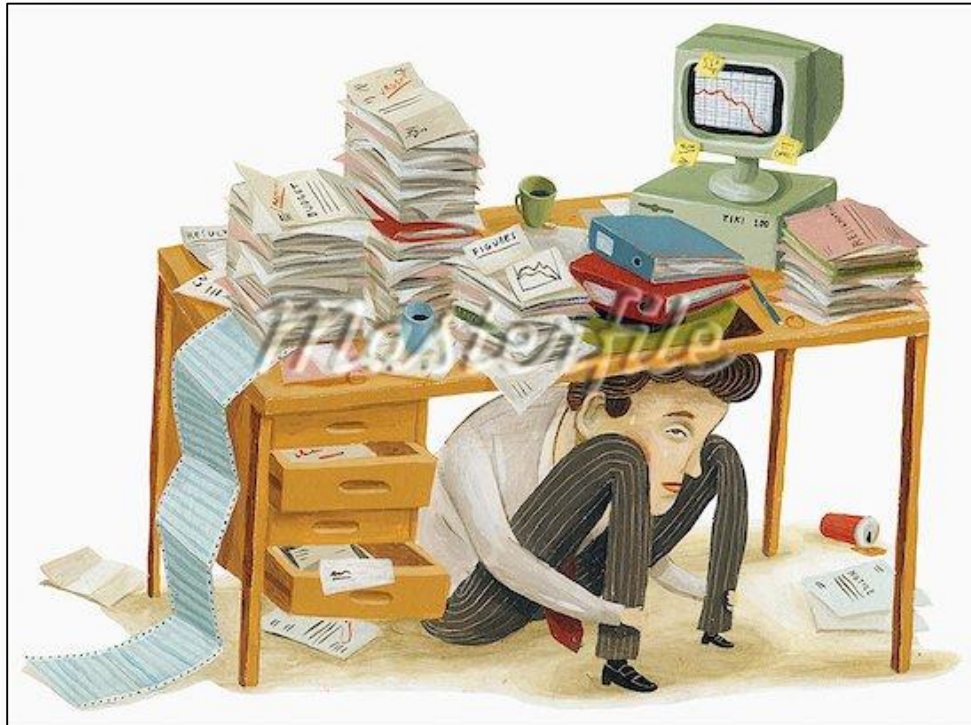
Many times we acquire a lead and then get busy with our daily activities and ignore it. It is important that we pay attention to leads as soon as we get them, nurture them, and close them as soon as possible.



QUESTION 2?

DO YOU IGNORE LEADS/CLIENTS YOU HAVE NOW?

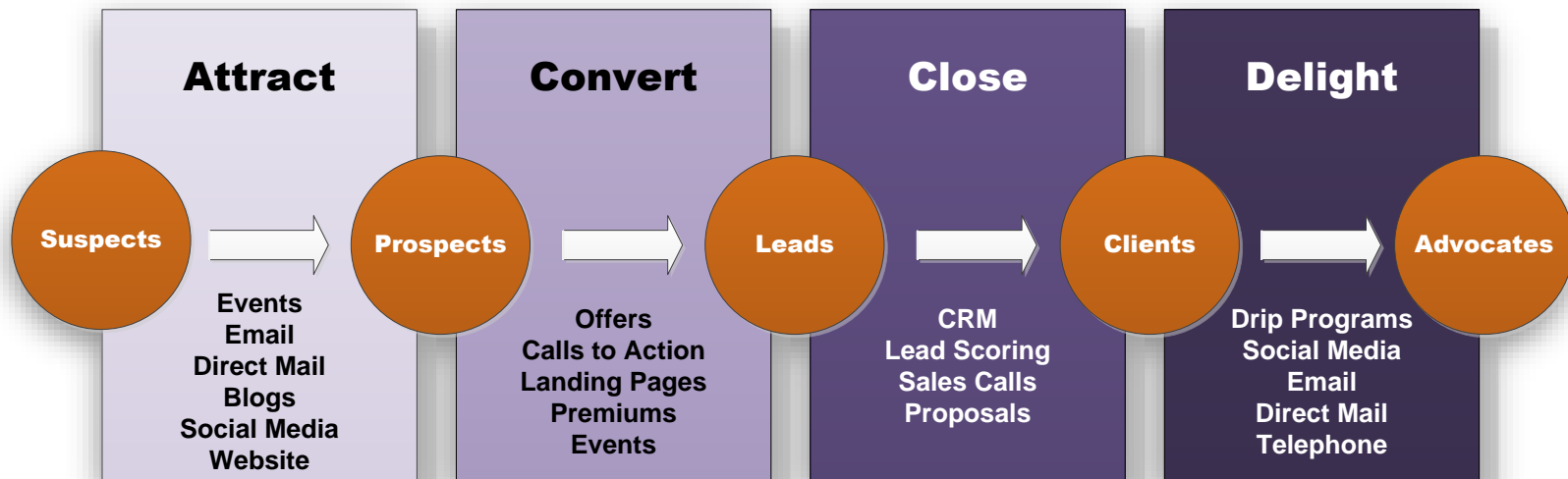
Another lead generation trap is that of generating more leads than you can manage. It is important to nurture the leads, segment them, and pay attention to them either personally or using automation.



QUESTION 3?

WHAT IS LEAD NURTURING?

Lead nurturing is the process of moving them through your funnel from a suspect to an advocate. It is important that you use all the tools at your disposal to pay attention, provide services, keep your promises, and go that extra mile to convert your leads quickly and efficiently.



● HOW MANY “TOUCHES” ARE REQUIRED?

LETS ANSWER USING A SIMPLE METHOD...

● According to the Online Marketing Institute as well as many other credible marketing resources, it takes **7 to 14 touches** to develop a qualified sales lead and close a sale. This is why it is important to have a sales process and a plan.

WHY?

● The primary reason is a need for “BANT” data. BANT stands for **Budget, Authority, Need and Timeframe** (within which the lead needs/wants to purchase). It takes multiple hits to address these.

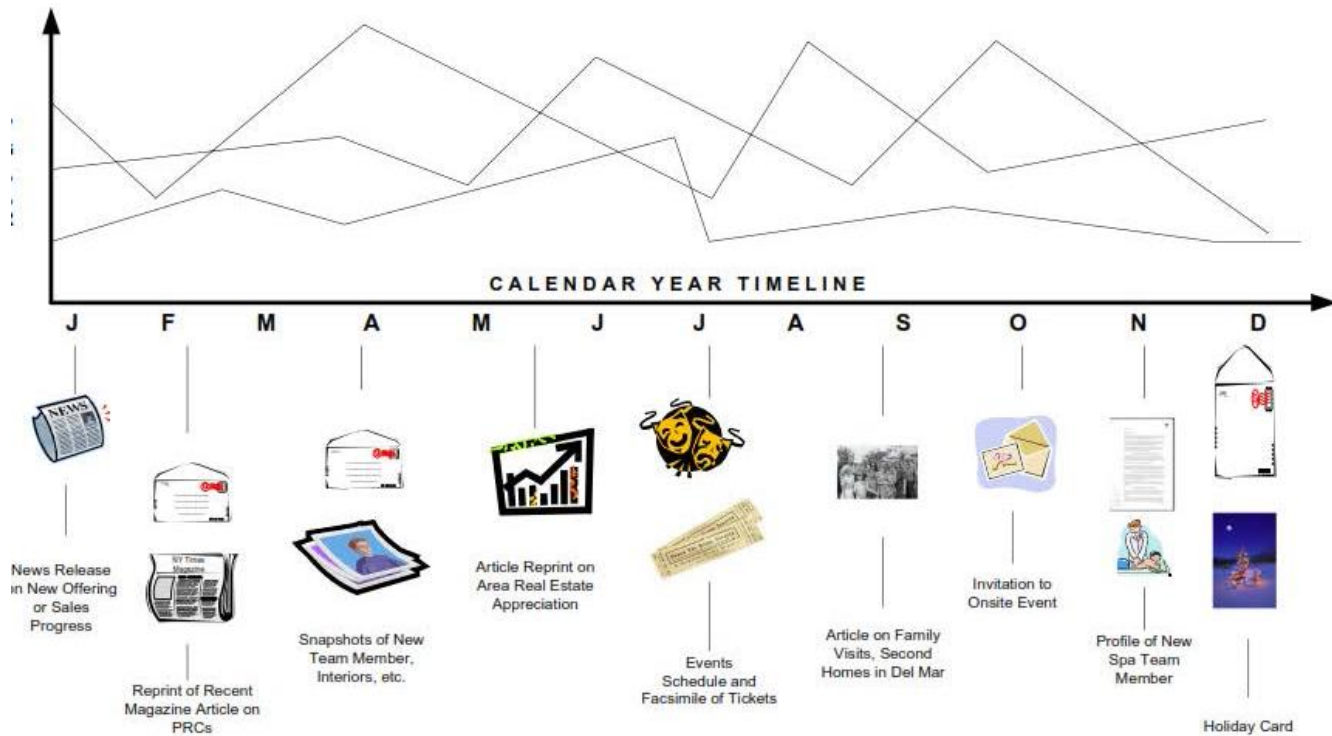
WHICH TACTIC IS BETTER?

A DIRECT MAIL EXAMPLE...

Strategic considerations:

- Touch prospects 8-10 times a year. Spark ideas. Be there as circumstances change.
- Maintain a “personal correspondence look and feel. Educational
- Keep it fresh, topical, intermittent, sincere. Vary the package format.

Prospects’ fluctuating attention span, open to buy, ability to refer



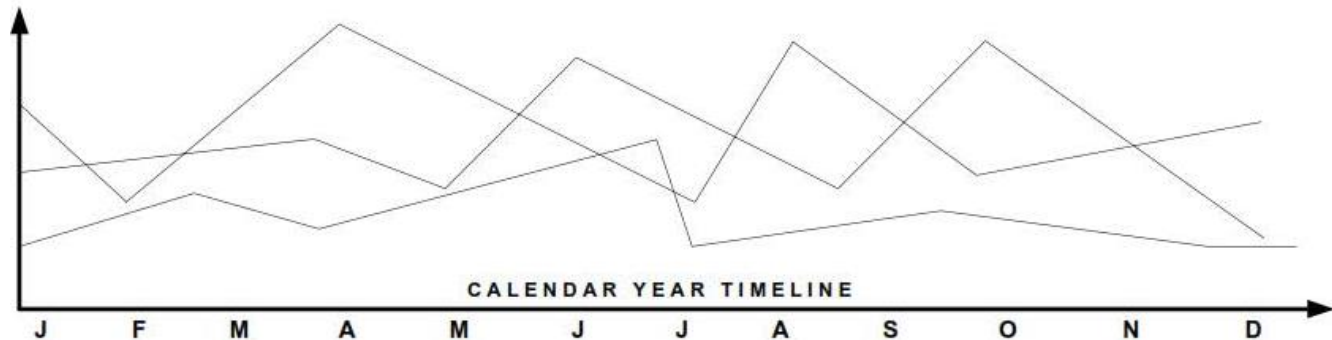
Examples of mailing packages

SPRINKLE IN OTHER TACTICS & TEST THEM

TEST AND ADJUST...

There are many tactics and not all are relevant depending on your target client and your marketing objectives. Here are a few that may be sprinkled in over time and tested.

Prospects' fluctuating attention span, open to buy, ability to refer



- We have a regular job...How can we do this?



AUTOMATE!

• This is where automation comes in...

HERE A COUPLE OF STEPS YOU NEED TO KNOW...

- Add the lead to a marketing sequence

Remember, it takes 7 to 14 touches to close a new lead who doesn't know anything about you. You have to stay in touch.

- Use an automated “drip” campaign

Drip campaigns can be set to automatically notify you to call a person based on time or user action depending on the software you use.

THE ONLINE CUSTOMER SALES PROCESS...

THE LEAD COMES IN

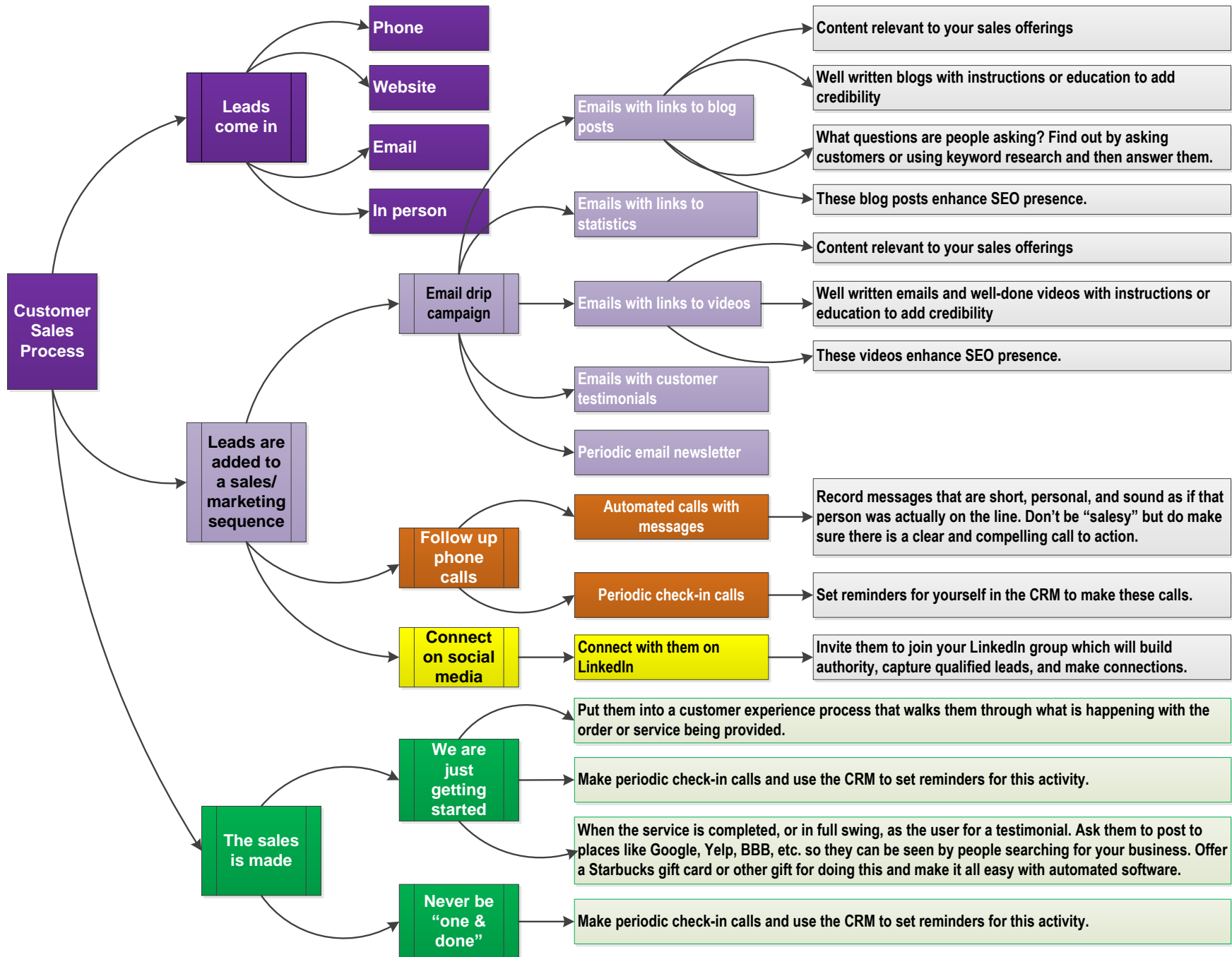
- Phone
- Website
- Email
- In Person

THE LEAD IS ADDED TO A SALES/MARKETING SEQUENCE

- Email drip campaign
- Follow-up phone call campaign
- Social media connections

THE SALE IS MADE

- We are just getting started
- Never be “one and done”



Customer Sales Process

Leads come in

- Phone
- Website
- Email
- In person

Leads are added to a sales/marketing sequence

Email drip campaign

- Emails with links to blog posts
- Emails with links to statistics
- Emails with links to videos
- Emails with customer testimonials
- Periodic email newsletter

Follow up phone calls

- Automated calls with messages
- Periodic check-in calls

Connect on social media

- Connect with them on LinkedIn

The sales is made

We are just getting started

- Put them into a customer experience process that walks them through what is happening with the order or service being provided.
- Make periodic check-in calls and use the CRM to set reminders for this activity.

Never be "one & done"

- When the service is completed, or in full swing, ask the user for a testimonial. Ask them to post to places like Google, Yelp, BBB, etc. so they can be seen by people searching for your business. Offer a Starbucks gift card or other gift for doing this and make it all easy with automated software.
- Make periodic check-in calls and use the CRM to set reminders for this activity.

- Content relevant to your sales offerings
- Well written blogs with instructions or education to add credibility
- What questions are people asking? Find out by asking customers or using keyword research and then answer them.
- These blog posts enhance SEO presence.
- Content relevant to your sales offerings
- Well written emails and well-done videos with instructions or education to add credibility
- These videos enhance SEO presence.
- Record messages that are short, personal, and sound as if that person was actually on the line. Don't be "salesy" but do make sure there is a clear and compelling call to action.
- Set reminders for yourself in the CRM to make these calls.
- Invite them to join your LinkedIn group which will build authority, capture qualified leads, and make connections.

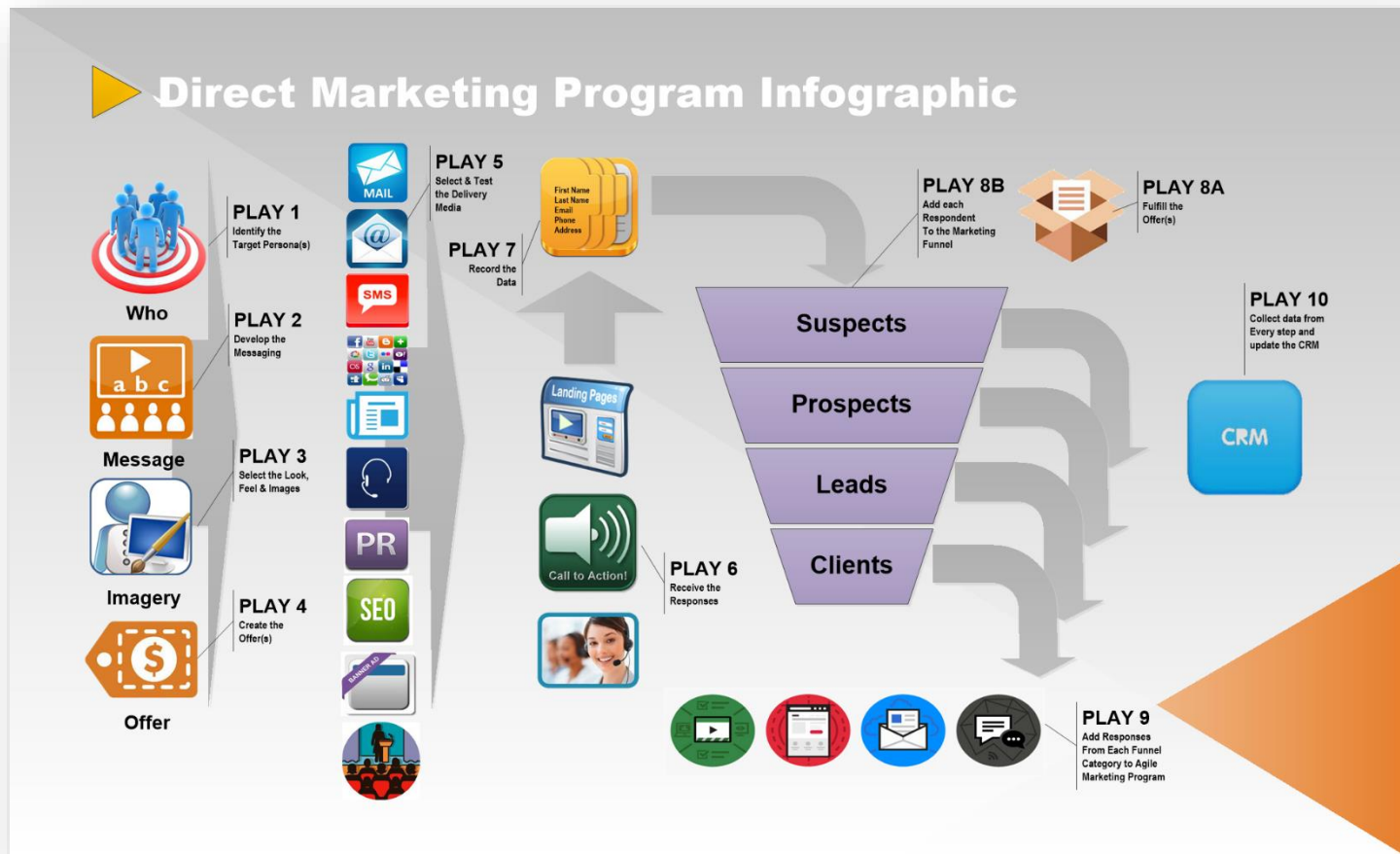
WHY ASK FOR A TESTIMONIAL?

HERE'S WHY...

- 88% of consumers trust online reviews as much as they do personal recommendations.
- 39% of consumers read reviews on a regular basis
- 85% of consumers say they read up to 10 reviews when seeking a product or service
- 72% of consumers say that positive reviews make them trust a local business more.

Where does lead generation fit?

Now that we understand the lead generation process, let's take a final look at its purpose. The following infographic portrays the role of lead generation in the direct marketing process. You must convert your leads to clients!



• The two-fold “FREE” offer...

Today only, sign up for our **FREE** offer and get:

1. Comprehensive sales process analysis worth \$1,000 and,
2. Online marketing consultation including discovery, market research and a competition analysis worth \$1,000.



THANK YOU FOR ATTENDING...

**WATCH OUR WEBSITE FOR UPCOMING
MARKETING EVENTS.**



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