



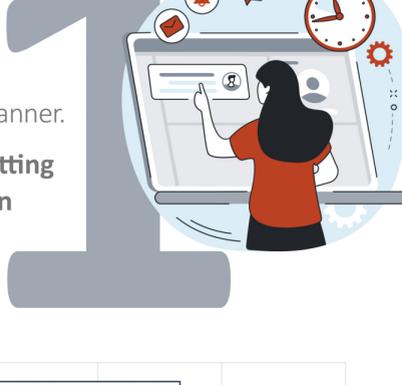
# Optimizing the Lead Conversion Process

Lead conversion is the marketing process of turning leads into paying customers, or sales. It involves all of the marketing practices an organization uses to engage a prospective buyer, create a desire, establish a need and ultimately lead them to a purchasing decision.

## 1 Strike While the Iron is Hot

This first step is also the most important. Lead follow-up must happen in a timely manner.

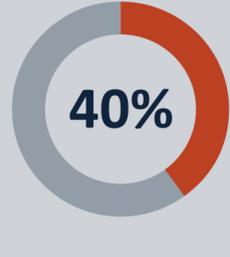
Businesses have a **10X less chance of getting through to a lead if they wait more than five minutes** to send out an email to people who show interest, according to the *Harvard Business Review*.



## 2 Prioritizing Leads

Organizations need to leverage lead scoring tools and strategies to help prioritize which leads have more potential value and should be contacted first.

Incorporating lead scoring into your sales conversion process can greatly influence lead quality. In fact, a 10% increase in lead quality can result in a **40% increase in sales productivity**.<sup>(1)</sup>



## 3 Persistence Pays Off

After prioritizing leads, there needs to be constant follow up with all leads to keep that potential customer engaged.

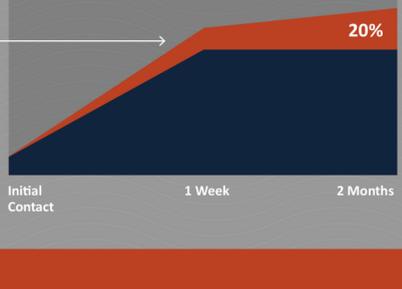
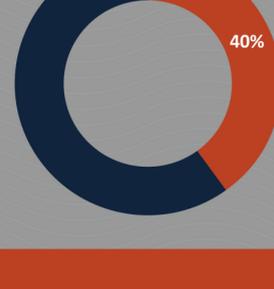
Surprisingly, **80% of leads need 5 follow-ups** after the initial contact to become a buyer. However, **44% of salespeople give up** after only one attempt.<sup>(2)</sup>



## 4 The Nurturing Process

Communicating with a potential customer throughout the buying journey requires relevant content such as whitepapers, Ebooks and infographics.

Only **40%** of organizations re-engage their leads, but by doing so, they **gain an average of 20% more revenue**.<sup>(3)</sup>



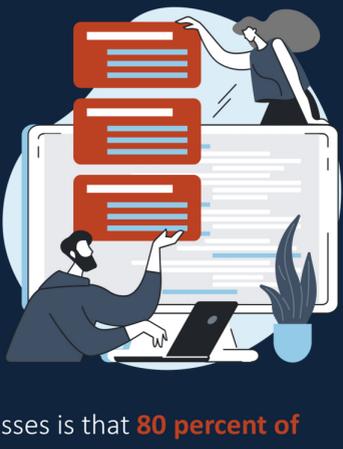
## 5 Be Supportive Throughout the Process

When a lead arrives, your first contact should be one of assistance, support, and value.

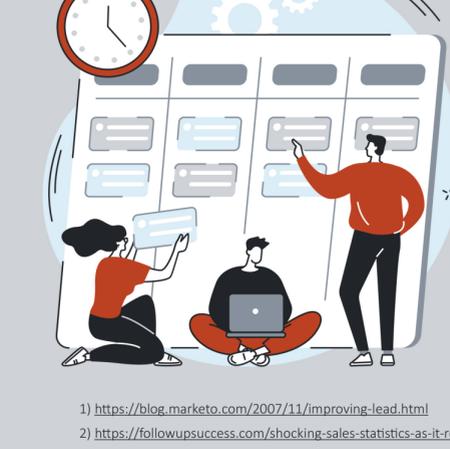


## 6 Leverage Email Templates

Successful sales professionals make following up easy and efficient by using templates to send the right follow-up message at the right time.



The general rule of thumb in most businesses is that **80 percent of your sales efforts should be easily repeatable** client to client, while only **20 percent needs to be more customized**. There is no reason to reinvent the wheel every time.



## 7 Create an Air-Tight Schedule

Sales conversion requires a clear process in order to be efficient and successful.

1) <https://blog.marketo.com/2007/11/improving-lead.html>  
 2) <https://followupsuccess.com/shocking-sales-statistics-as-it-relates-to-follow-up/>  
 3) <https://resources.conversica.com/h/i/243918238-conversica-automotive-sales-effectiveness-lead-follow-up-summary-report>

Lead Marvels can help with your lead conversion process. Go to [www.leadmarvels.com](http://www.leadmarvels.com)