Best practice for following up emedia leads

Never underestimate the importance of lead follow-up.

Industry research estimates that 40-50% of all inbound sales leads are never followed up, or that common mistakes are made when follow-up takes place which jeopardizes the opportunity to convert that lead into a customer.

Did you know that only 8% of salespeople get 80% of the sales? Why? Because they have an effective follow-up strategy.

Our best practice guide will help you convert new leads into buyers in the most efficient manner.



1 Strike while the iron is hot

- **Follow up promptly** on the phone before the prospects' immediate needs change and while you're top of their mind.
- **Be prepared.** Carry out some research on the company and, if possible, on the person that you are contacting. Also familiarise yourself with the content that they interacted with and use it as a basis to start conversations.
- **Offer a follow-up timeframe** when ending the call. This gives the prospect time to learn more about their needs and budget as well as how your solution can help alleviate their pain points.
- **Just because a prospect doesn't have a current need** for your product, doesn't mean that they won't in the future.

Bear in mind that the prospect may remember the survey title, emedia bulletin or whitepaper that they requested, rather than your company name.

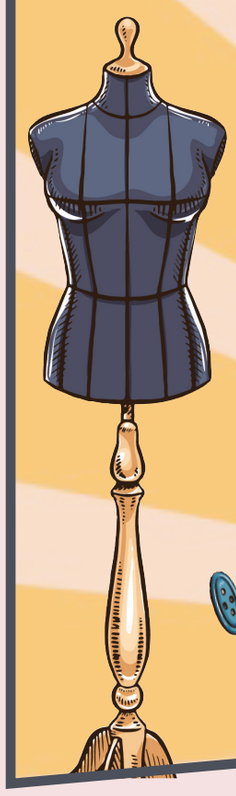
If they don't recall, reiterate what they did (for example: you requested a whitepaper on this topic XXX) and resend the information.

If they haven't had a chance to read it yet, offer to resend the whitepaper and arrange for a new time to follow up.

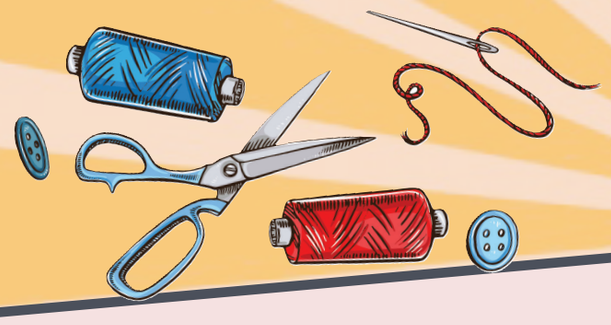
These are great ways to build rapport.

2 Tailor your follow-up

- **Build a picture of their organisation,** look at the prospect's role and approach them with tailored questions, you're more likely to engage with them and build a rapport.
- **Arm yourself with some facts** from the whitepaper. For example: if you are speaking with financial decision makers they may be attentive to ROI and operational costs. If you're liaising with IT professionals their interests might lie with software that offers time saving efficiencies.
- **An incentive or prize draw** may have been attached to the survey, in which case the prospect may ask about the winner. It's worth stating whether the draw has already taken place, or when it is likely to, then follow with a polite request to discuss their answers in greater detail.





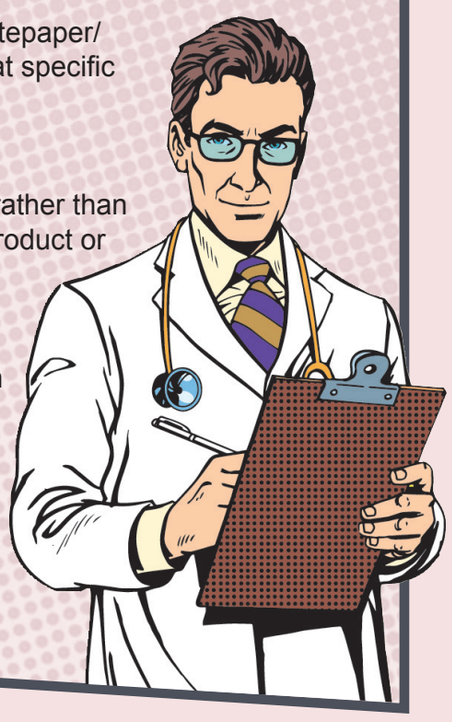


3 Understand the prospect's needs

- Listen to your prospect and let them do the talking. Ask them to elaborate on their answers to the questions they previously responded to or ask them what they were looking for when they first requested the content.
- If they have expressed an interest in your whitepaper/ guide, ask them relevant questions about what specific information they are looking for.
- Focus on connecting with the prospect and understanding what they're trying to achieve rather than explaining the features and benefits of your product or service.
- Consider the pain points they experience, and then show them how your solution can alleviate the problems that they are facing.

Fact

70% of people make purchasing decisions to solve problems. (Source: Impact Communications)



4 Use a three pronged approach to stay in touch

Once you've had the initial phone conversation, use a variety of methods to continue nurturing the leads and stay in touch.



1. Don't be scared to pick up the phone and speak to them again.
2. Send an email to summarise the points discussed.
3. Connect via LinkedIn and follow them on social media.

Fact

79% of marketing leads never convert into sales. Lack of lead nurturing is the most common cause of this poor performance. (Source: MarketingSherpa)

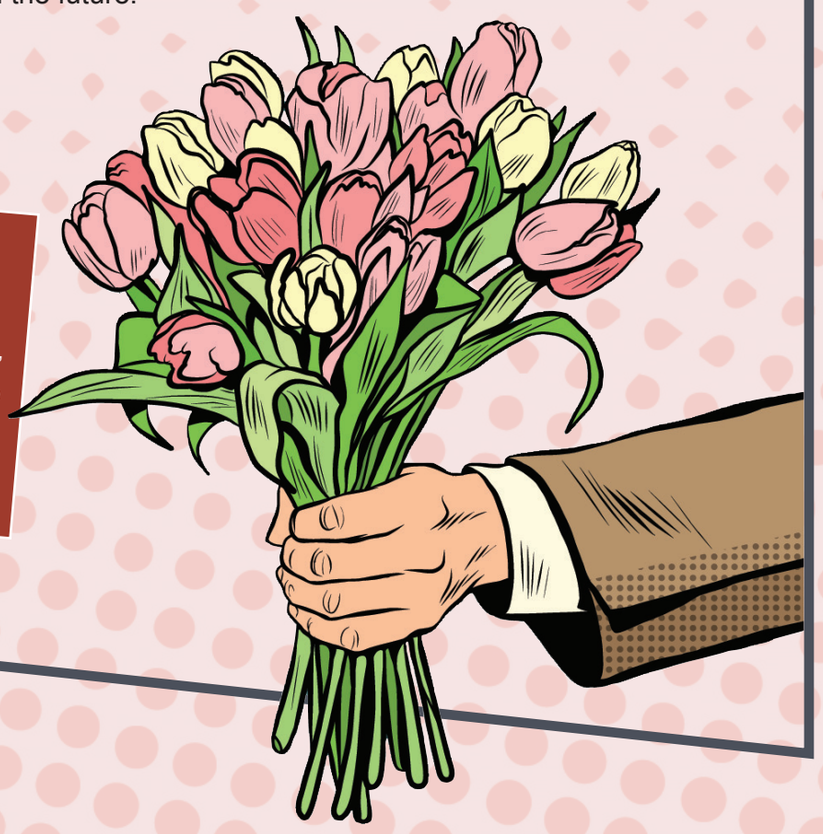
Lead nurturing generates 50% more sales ready leads at 33% lower cost. (Source: Forrester Research)

5 Nurture every relationship

- Place your prospects into a lead nurturing programme and, done well, you'll create a rapport and generate interest in your services that could turn into a sale down the line.
- Don't be discouraged just because a prospect doesn't have a current need for your product, it doesn't mean that they won't in the future. The more you nurture, the better your chances of working with them in the future.

Fact

It takes on average, ten marketing-driven "touches" to progress a lead from the top of the funnel to the top line i.e. revenue. (Source: Aberdeen Group)



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+44 (0)203 701 5708 • enquiry@emedia.co.uk