

Converting People: Week 2

The Conversion Process.

What is it:

It is said that around 75% of potential customers are not ready to be sold to, so we have to spend time nurturing these leads. Companies that do this well are usually able to generate 50% more in sales. So how do we do this? In this video series I will talk you through the process, how to get started and the steps needed to increase your ability to generate sales.

Common problems/mistakes:

- Some business owners do not understand customers behaviour;
- We do not know how to nurture/ warm up leads;
- We do not know how to retain our customers.

Why is it important?

- Quickly identifies where we are losing customers;
- Insight/data helps us to optimise our sales conversion channels;
- Enables us to improve performance and increase sales.

How does it work?

I am now going to talk you through the conversion process using the conversion funnel.

SCREEN SHARE

Tips for success:

- Success will not happen overnight, fine-tuning is a constant process;
- Understanding client behaviour is key, observe and make changes accordingly.

Template/Checklist

- 5 Step Process

Task:

Download the template and follow the 5 steps outlined in this video to create, or optimise, your own conversion funnel.