

LEADS, LEADS, LEADS

By **Linda Richardson**

In a more challenging economy clients' decision processes often become more protracted. You think that salespeople would jump on every possible lead.

Yet our research and experience show that, even today, many leads are too easily discounted. For example, some salespeople mistakenly discount a lead because the level of the contact isn't high enough. Yet research shows that many opportunities begin at the operational level.

More over, as much as 80% of leads that are deemed quality leads are not followed up on in a timely or consistent way — hence wasted.

If you want to maximize your chances of meeting your numbers, don't squander a lead — but don't waste time either.

1. Go the client's website. Do some quick research to determine the client's qualifications, needs, and culture.

2. Follow up the day you get the lead. Not only will you impress the client but you are more likely to get through and sell. For every day you wait to respond you diminish your chances for success. Early on the LEAD is better!

3. Be ready with a short, compelling message, starting with thanking the client for contacting your organization.

- If you get voice mail, ask the client to provide you with times when you can reach him/her and also let him/her know your schedule so you can be ready. But always

remember it is your job to follow up. Say something like, "This afternoon ..." And be prepared to ask a few questions if you do connect.

- Follow up vigorously. If it is a good lead, call back daily.
- Also, if you have the prospect's e-mail address, send a short e-mail: "Bill, thank you for contacting us about _____. We ...(capability and benefit). I look forward to learning more about your objectives and how we may ... Please let me know any times that may be convenient for me to contact you." Make it easy for the client to respond. Do this in conjunction with a phone call.
- Even when you are fairly sure the client won't qualify, call back or send an e-mail. You may be surprised. It is courteous. And it may become an opportunity within the year.
- Check out which prospects have visited your website and be proactive in turning them into leads.

Leads are the precious metals of sales. Maximizing leads takes a sense of urgency. And a sense of urgency is one of the sure signs of a sales star.

About Richardson
(<http://www.richardson.com>)

Richardson is a leading, global sales training company that is dedicated to accelerating the productivity of sales professionals by ensuring they have the skills, strategies, and processes to achieve their objectives and implement their organization's strategy. Utilizing a comprehensive curriculum, coaching, consulting, diagnostic testing tools, and a proprietary customization process, Richardson helps develop the critical skills sales organizations need to win. Richardson's curriculum includes sales, sales management, strategy, negotiations, and service training delivered through seminars, one-on-one and team coaching, interactive eLearning, and podcasts.

Visit our website at www.richardson.com for more information on how Richardson's sales training solutions can help your company meet its sales objectives.



R RICHARDSON
THE POWER TO SELL

Copyright 2009 Richardson. All Rights Reserved

FOR MORE INFORMATION CONTACT US AT: 1818 Market Street | Suite 2800 | Philadelphia, PA 19103 | tell 215.940.9255 | fax 215.940.2583 | www.richardson.com