

You've Received a Lead - Now What? Tips for Closing More Business.

You've got a lead on your website...but what's the next step? As a business owner, converting prospects into potential customers can become a daunting but incredibly necessary task to making your business thrive. Nurturing those leads into sales can take some skill, time and effort—so what are some ways you can quickly close their business? Let us break down a few best practices to get your potential customers to seal the deal.

Don't Wait, Follow Up Quickly

Remember the infamous "3-day rule" when it comes to dating? Essentially you don't want to seem "too eager" to contact the person.

Now, forget that rule.

This is your business! When someone needs your business—they need it ASAP or else they wouldn't have contacted you, right? When you get a lead on your website of someone who is in need of your goods or services—there's no such thing as a too quick reply. Don't give your lead time to forget about you, your company and what you offer. Or even worse, don't give them the time to make a decision to go with your competitor.

If a prospect has contacted you via email or lead form, a thank you email should be sent out immediately and explain that someone will be in contact with them shortly. If they called you, either speak with them directly or set up a time to call them back. The key is showing that you're interested and want their business.

Nurture The Leads and They Will Grow

If a potential customer has contacted you via your website, they have taken careful thought and consideration about your company. With a plethora of businesses similar in industries, the options can seem endless. So when they choose you, it's a big deal because they most likely had hit a few sites and done research before making the jump to contact your company.

As soon as you get that email from the prospect, keep an open line of communication with them instantly so you stay at the forefront of their mind. Ask them questions, get to know them and most importantly show them you care. Customers want to know that a business isn't just after their dollar. They want a company that will go above and beyond for them.

Put Your Knowledge, Authority and Expertise on Display

People love confidence, it's a known fact. Nothing feels better than being assured by someone who says they are equipped to handle any task thrown at them—no matter how large or small the job may be. Discussing all your services and products with your potential customer in depth could be enough to seal the sale.

But how?

Because you are taking the time to thoroughly explain to your potential customer all you have to offer! A good company may say, “Here’s what we offer and here’s the cost,” while a great company says, “Here’s what we offer, this is how it can benefit you and here are all the options you can choose from.” See the difference? Compassion can go a long way. People want to know that you care and are there to help them—not just take their money.

Put Your Persuasive Skills to The Test

This is where your inner salesperson needs to surface. Sometimes you may have to experiment and try different ways of persuading the prospect to agree to your services. This could be due to them being nervous or having a fear of making a wrong decision. If this is the case, take more time to explain your various products and services to them even more.

Example, you don’t need to persuade a potential client that they need landscaping for their home—they know this, they see that their yard needs some TLC. You need to explain to them why **you** are the person for the job, what **you** can bring to the table and how **you** can turn their visions into realities.

Try discussing past clients and their positive experiences or even show your previous work if your company offers services. Many people are visual and like to see what they’re buying before they make the plunge.

Bottom line, building relationships with your potential customer is the top priority when trying to prove that **you** are the best business for them. However, it can take some trial and error when figuring out the best approach to encourage your leads to choose you over your competitor. Nevertheless, by providing excellent customer service, paying close attention to the wants of your leads and willing to adapt, you can build your business a large presence in no time.