



NO FLUFF

**EnglishUK
Marketing Conference
2020**

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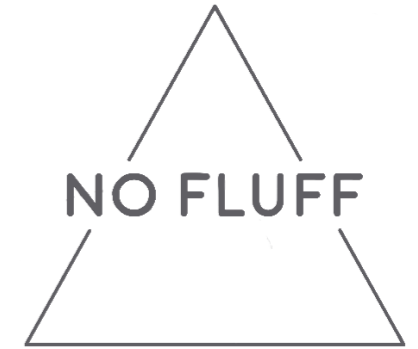


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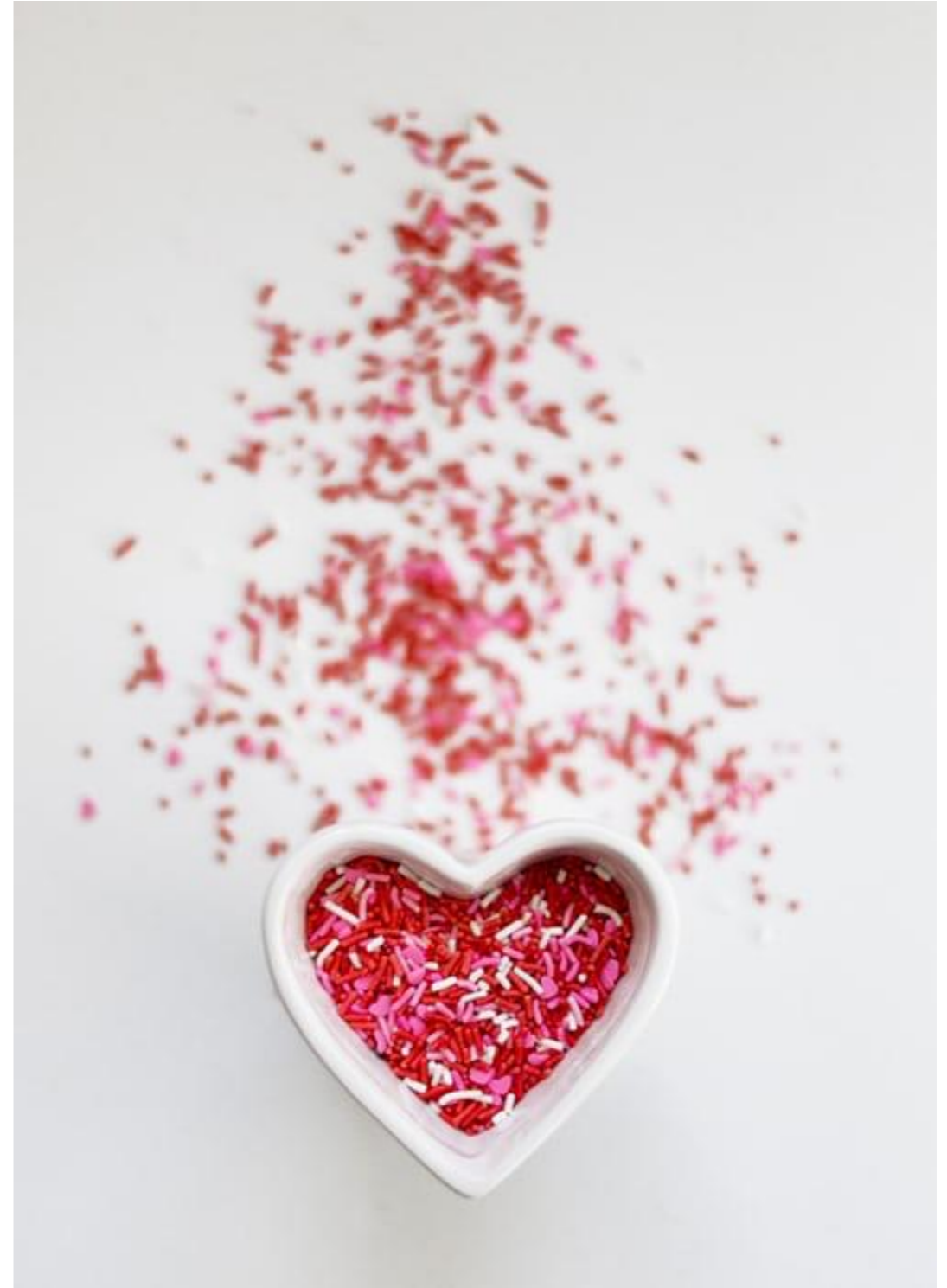
Why put in the effort?

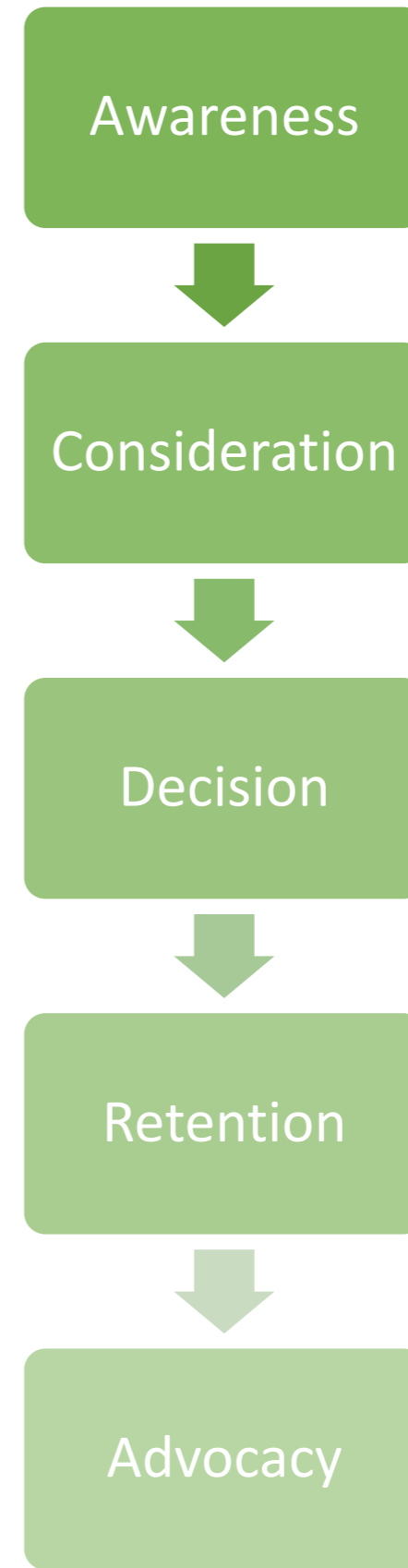
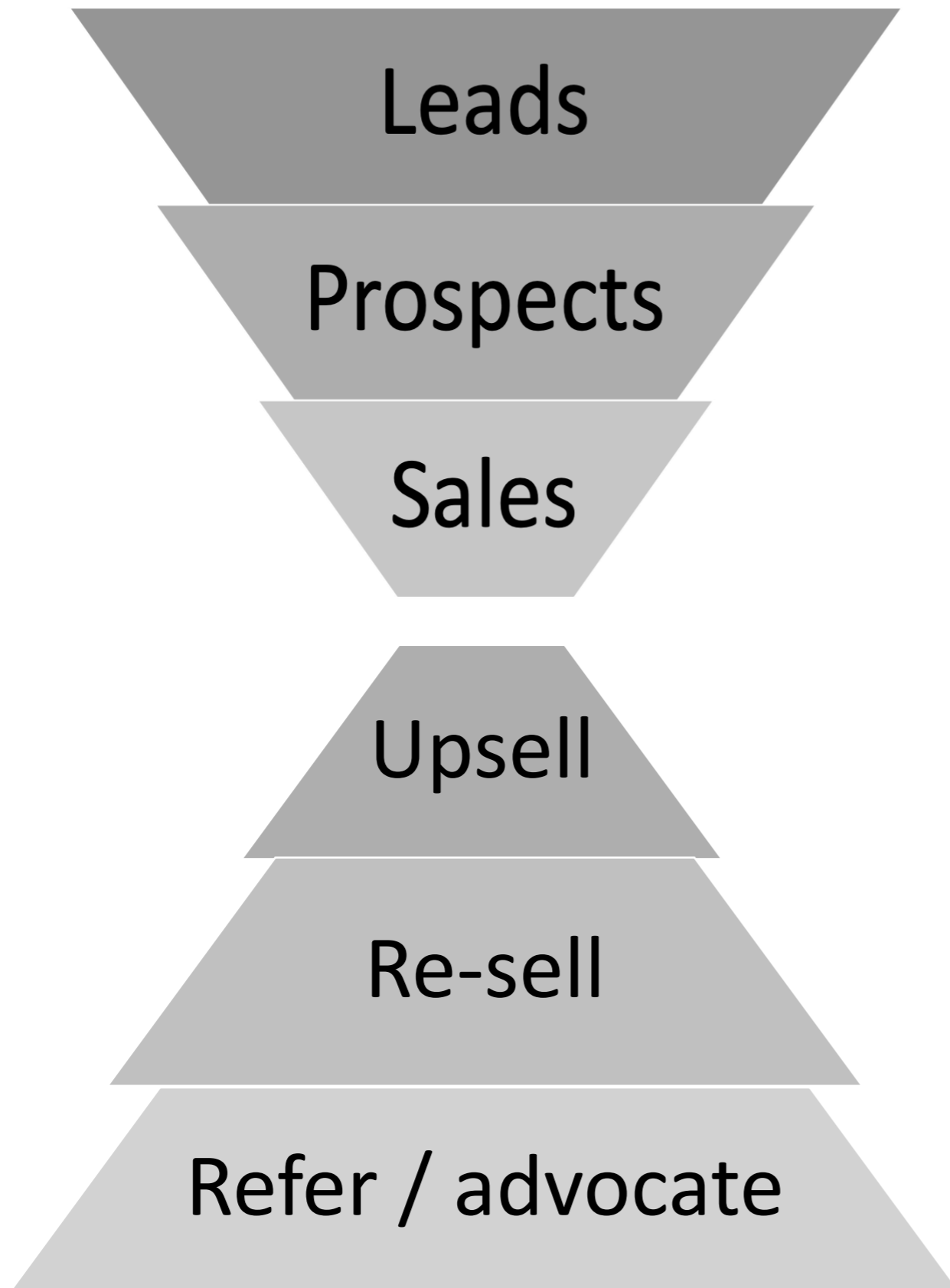


- ▶ • **35-50% of sales** go to the vendor that responds first. (Source: InsideSales.com)
- Personalized emails **improve click-through rates by 14%**, and **conversion rates by 10%**. (Source: Aberdeen Group)
- Nurtured leads make **47% larger** purchases than non-nurtured leads. (Source: The Annuitas Group)
- Nurtured leads produce, on average, a **20% increase in sales opportunities** versus non-nurtured leads. (Source: DemandGen Report)
- Relevant emails drive **18 times more** revenue than broadcast emails. (Source: Jupiter Research)



SHOW ME THE  **LOVE**





Enquiry arrives

- Where will you record the lead?
- Where will you diary your next steps?

Respond

- When? Within 24 hours
- How? Same method as they used
- What? Give them answers to their query and two or three options

They reply, you respond

- As above! Reply within 24 hours. Offer to call or invite them to Skype or to the office to chat. Create rapport, get to know them
- Repeat the step above

No response?

- Don't let the lead go cold!
- Contact again in one or two days
- How? Call
- What? Build rapport, offer help

Lead gone cold?

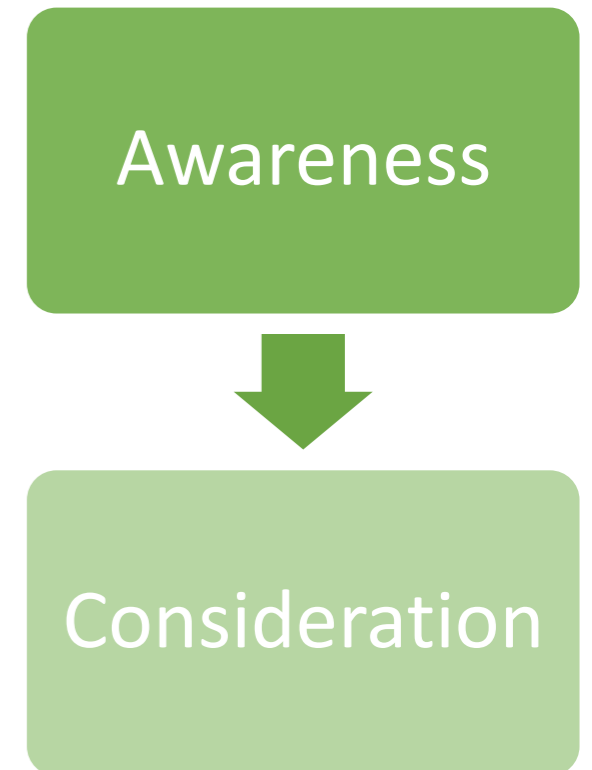
- Don't leave it, get in touch again!
- When? Two or three days
- How? Call and email
- What? Special offer? Give help?
- Add value with destination info/blog post

Tone of voice. What will they need?
What do you want to get across? What do you need from them? What are the next steps?

How can you create rapport here?
Make life easy for them. Establish trust. Give them reassurance.

What can you add here? What will help? Best methods?

*Are you showing
the love?*



Lead to Prospect

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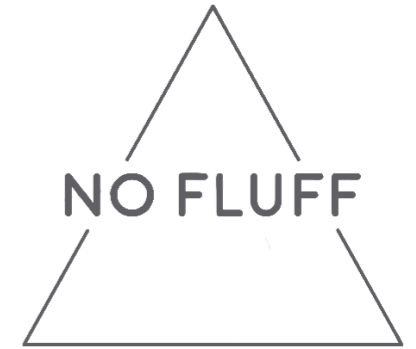
Checklist tips

- Is your website easy to navigate?
- Can they get in touch in a way that suits them (not you)?
- Agent area?
- How quickly do you respond? (Are you tracking?)
- What do you include in that response?
- How personal is the response?
- Do you give extra value?
- Do you set the next step?
- Offer a call back/skype/meeting?
- Intro to someone else, how?





Don't go off the boil..



Prospects

Sales

Consideration

Decision



After the contract

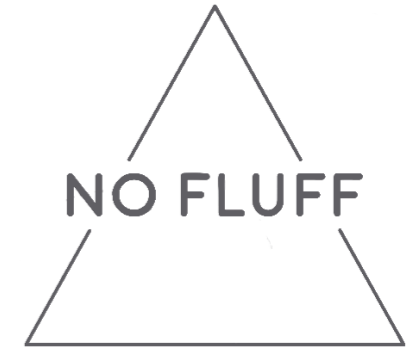
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- How will you maintain your agent contact?
- When will you meet?
- How will you refresh their materials?
- How often will you interact with their social media?
- How often do you feedback on their students?
- How can you help them sell more?

- Always Add Value.



What can you do now?



- Get a student, friend, client or company to mystery shop your school
- Ditto – for the website (try an audit)
- Are you offering to chat/skype? Is it easy to book that?
- Check your touchpoints for tone, message, CTA
- Follow up and qualify leads (note how & when)
- Follow up again (etc!)
- What happens between booking and arrival? Can you improve?
- Walk the walk. Try out the student journey.





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Sales Leader Coaching

Sales Audits

Sales Training

Part-time Sales Directors

www.nofluff.biz

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