

HOW TO FOLLOW UP **ON** PROSPECTS & CONVERT THEM



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**"PEOPLE BUY FROM
WHOM THEY FEEL
CONNECTED TO"**

In order to generate the most useful results and get the most out of your sales processes, it's important to follow up. If you don't, you're losing potential business. Followups help to build relationships and connections with prospects or leads.

YES, PEOPLE BUY FROM YOU ONCE THEY FEEL CONNECTED TO YOU.

Follow-ups ought to be done on a consistent basis. Therefore, as soon as you've established a good relationship with a potential customer, it's a requirement that you contact them on a standard basis. If you fail to do so, your prospect will forget your business and move on to partner with another.

This guide will show you how to followup on Leads to increase conversions.

Let's get started...

It is best you have the right mind set when following up with leads. Not everyone of your leads will convert. Know this and know peace. You need to focus your mind on a certain number of sales you need to get monthly and how many leads you need to acquire in order to achieve this.

Keeping in mind that the average conversion rate for your business depends on a number of factors including your niche, target device, etc. Nonetheless, the average rate is between 1 percent and 3 percent only. This means a large majority of your visitors will never take your desired action.

The number might sound low but it's pretty good. Let's say you have 10, 000 leads and your conversion rate is 3 percent. This means about 300 of your visitors are making a purchase. Your aim should be to increase both – your conversion rate and the number of unique lead. However, keep your expectations low. You can't have a 100 percent conversion rate. Even 50 percent is nearly impossible. However, there are ways to improve your conversion rate and hit double digits.

This is where follow up comes in place. Follow ups can make you increase those leads from 300 to 2000+ and more over time.

Following up a lead can come in various channels like email marketing, calling, social media content reach out and online texting.

Whichever channel this is done, you need to be careful not to upset the prospect and look annoying. The goal of following up is to show to the prospect that you are a professional in your field and that you can help them solve the problem they came for at the first place.

Follow ups are not all about selling your products or services. They are about telling your leads how you can solve their problems using your products and services.

Let's discuss how to follow up on leads now

FIRST, WHAT GOALS DO YOU WANT TO ACHIEVE?

WRITE DOWN HOW MANY SALES
YOU WANT IN THE NEXT 30 DAYS

Be realistic as possible
(10,20,30,40,50+)

What ever number you put there,
multiply it by 100 to get the exact
number of leads you need to
acquire to achieve your goals fast.

ONCE YOU BEGIN GETTING THESE LEADS, FOLLOW THESE 4 FOLLOWUP STEP SEQUENCE TO INCREASE YOUR CONVERSION RATE

1. A call: On your first follow up sequence, you will make a video or a phone call. Your first call has to be a bonding call where you will connect with the prospects and talk about their problems.

I mean you have to dedicate this call to connection. Listen to them.

Ask them questions and let them ask you too. Make a Joke about a scenario you both can vibe to. Know where your prospect is from. Tell your prospects a story.

If you can do this part well, in fact they should be coming onboarding that same day. If they do not, proceed to the second flow

NOW FOLLOW THESE STEPS CAREFULLY

2. An Email Followup: Your second follow up sequence will involve you sending an email to them talking more about their pain points and showing them you understand how they feel.

For example, you can send an email emphasising on the discussion you both had on the first day, even sending pictures of others who got a solution if you have any.

This will show the prospects that you are really interested in their solutions genuinely.

Email followups are very important as this will go on for a long time even after the lead has converted.

NOW FOLLOW THESE STEPS CAREFULLY

3. An Email Followup with an Urgency: Your third follow up sequence, you will send an email followup message again. Do the same thing you did on the second flow but this time, add a urgent call to action.

For example...

If you register on my business now, i will give you a script to make X in 30 days.

If you buy 2 of this product now, you will get a 15% discount.

I am about shipping some products for my customers to your location, do you want me to do same for you?

All these are urgent call to actions that will make the prospect feel tensed to get started.

NOW FOLLOW THESE STEPS CAREFULLY

4. A call Followup with an Urgency: On your fourth followup sequence, you will place a call. This call will be done to understand why they have not bought your product or signed up with your business yet and of course they would give some reasons.

Remind them of their pain points, again and again but this time, make it horrific.

Tell them what they will lose or suffer if they do not get your product (In a gentle manner) then remind them of your urgent call to action again the previous follow up sequence.

To hit the hammer on the nail, apply this last strategy I am about to tell you and watch the conversions soar.

5. Retargeted adverts: You will need to make a list of all your customers and create custom audience on Facebook. This custom audience should include everyone who has engaged with your website, page and ad. Use this advert to retarget all of them again with your offers and keep yourself in their mind until they reach back to you and purchase what you are selling.

If your target audience is right, they will surely come onboard after this final strategy. However, if by now they do not come onboard yet, then that does not mean they will not come onboard later on. Some reasons might be keeping them from converting

WHY LEADS DON'T CONVERT IMMEDIATELY?

1. LEADS ARE UNQUALIFIED
2. LEADS ARE NOT YET READY TO PURCHASE
3. LACK OF TRUST
4. YOU HAVE A POOR OFFER

HERE ARE HOW TO SOLVE THAT PROBLEM

Keep your follow up sequence active for another 3-6 Months but this time, send them only emails. Stop the phone calls or private texts and just send only emails with a clear CTA for them.

1. Remind your prospects' of their problems, solve them, then repeat.

Problems create fear and anxiety. However, solutions relieve fear and anxiety. **Remind leads of their pain.** Remind them about the pain they're experiencing due to their problem and the consequences of leaving the problem unsolved – or only partially solved with a less adequate solution.

Offer a solution. Show prospects how your product or service will solve their problem and how solving this problem will make them feel (relieved, happy, proud, secure, etc.). To make them feel confident in buying from you, proactively deal with their objections and provide social proof, such as testimonials, reviews and the size of your customer base.

HERE ARE HOW TO SOLVE THAT PROBLEM

More frequent communication is very important at this stage. Avoid becoming less frequent as time goes on. If you contact prospects only a couple of times and then ignore them, you're leaving money on the table.

Most importantly, Make regular deposits in your prospects' emotional bank account. You give them the information and solutions they actually want, and you find out what they want by asking and observing.

Ask your customers about their problems, and watch how they respond. Use the data you've accumulated to create more information and solutions. Do everything you can to give consistently to customers before asking for a commitment. But whatever you do, don't abandon the relationship.

THE WHOLE PROCESS SEEMS
BULKY BUT IT WORKS.
IF YOU ARE LAZY LIKE ME, THEN
YOU CAN ACTUALLY AUTOMATE
THE WHOLE PROCESS. YOU CAN
AUTOMATE YOUR BUSINESS
FOLLOW UP AND THEN GO TO
SLEEP! AND WATCH THE SALES
ROLL IN

**USE A SALES FUNNEL & EMAIL
MARKETING**

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