



## Quick Guide

# How to Nurture New Leads & Convert Them to Clients

Full article:

<http://www.marketingforowners.com/right-way-please-nurture-new-leads-convert-clients/>

### The 'Sales Passage'

Prospects aren't something to be 'shoved into a funnel'. Each prospect is **someone to be guided along an interesting, satisfying passageway.**

### Timely Expectations

**Internet customers expect a response within 44 hours** of them first contacting you. Keep that magic number – 44 – in your head at all times **when dealing with inbound leads.** Make sure your staff knows it too. **Aim to do better** than that average '44'.

### More Than Twice

If they left you their phone number and asked you to call them... *call them!*

**Follow up a few times in the first week and then try once a week for the next two weeks.**

### Hidden Leads

Assign a salesman or admin to **extract your past customer's contact information**, categorized by product or time period. **Create an e-blast** just for them, letting them know that you are running a **"Loyal Customer Appreciation"** sale just for them. (For a limited time only, of course!)

Offer them products that **complement the ones they already bought from you.** Or, if it fits better with your model, you can offer them a new improved version of what they bought from you.

## Everyone's Doing It

One of the best, most compelling lead-nurturing tools you have in your arsenal are the **testimonials of other satisfied customers**.

Ideally you'd want a **'talking head' on video** so you can send a YouTube link out quickly. If not, you can **make a fun, interesting video highlighting snippets of your customer's letters**.

## Pick Your Moment

According to research conducted by Ohio State University and the C.E.O. of InsideSales.com, **Wednesdays and Thursdays are the best days to make contact with 'first dials' to your leads**.

Keep this in mind when you or your sales force sits down with a list of leads. Try to treat at least a portion of Wednesday and Thursday as lead-nurturing day.

## Pick Your Medium

Whenever you can, **reach your lead the way they have specifically asked to be reached**.

**Give them the option of being texted.** People love the convenience of texting.

Texting is still in the realm of 'friends and family'. So when you text your customer (if they indicate this is an acceptable way to get back to them) – it actually feels *more* personal.