

iLeads



Sales Strategies

Best sales practices
Getting the most from your leads



We'll Show You Success!

Sales strategies Closers Employ



You've made an investment in your business, let us share with you some tips for your success!

Best Sales Practices:

Getting the most from your leads



Congratulations, you've just taken the first step in working smarter to increase your sales. Internet leads are one of the best ways to see your business succeed, IF they are worked properly.

To help get you started, we've taken some of the best practices that we've seen successful clients employ and included them below for your use. At iLeads.com our goal is always to show you success.

There are six basic tactics to employ in using online leads:

1. Never assume anything.
2. Contact is King.
3. LISTEN to the client's needs.
4. Be persistent, aggressive, AND courteous.
5. Control the process from the first call.
6. Recycle your leads.

How to tell: Never assume anything

- Do you work every lead, or cherry pick through what you think are the best ones?
- Top online closers realize that this is a numbers game and that they need numerous leads daily and a strong follow up system. They do not cherry pick leads.
- Never assume! Just like a call in, you do not know which lead will result in a sale. Unless you are psychic, how would you know which lead is good and which is bad?
- Remember, if you delete leads that you don't like, you've made a guarantee that you won't ever sell them anything.

Upon receiving a lead: Contact is King

- Personalize your Lightning Response system emails through our Customer Care Center: (<http://ccc.ileads.com>).
- Immediately call the consumer at work and home, (no matter the time frame they may have indicated on the lead).
- Send a personalized email introducing yourself, your company, and explaining why you should earn their business.
- Place at least six calls per day for the first 3 days after receipt of the lead.
- Vary the times that you attempt over the initial three day period. Start leaving a voice mail on the last call of the day.

1. Try the following times for better odds of reaching the consumer at work:

- **7:00am - 9:00am**
Before standard office hours
- **11:30am - 1:30pm**
During standard lunch breaks
- **5:00pm - 7:00pm**
After standard office hours

- If you've had no response after 24 hours, send a follow up "unable to contact" email.
- Continue trying to contact the consumer on the weekends.
- Once contact is established remind the consumer that you are following up on their request.

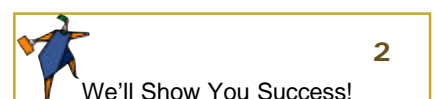
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Contact ratio is key to your success!

Step 1
**Work Smarter
Never Assume**

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Best Sales Practices: Getting the most from your leads

During your first call: Listen to THE CLIENT'S needs

- Ask questions, but spend most of the first call LISTENING.
- Never rely entirely on what the consumer has put on their lead.
- Communicate clearly the advantages of working with your company.
- Respect the consumer's requests and wishes.
- Do they have problems that you can solve? Are the problems real or just perceived?
- Do you have flexible and creative solutions to their particular needs?
- Remember that it is your job to educate first, and sell second.

Keeping the client: Be persistent, aggressive AND courteous

- After you've established contact don't assume that the business is yours.
- Aggressively move down the process. Constantly sell yourself and your company.
- Respect the consumer's requests, and LISTEN to their needs.
- Bridge the gap between their request and your company.
- Be the consumer's advocate by building rapport, confidence, and trust.
- Be prepared to provide options and/or quotes that will meet the consumer's needs on the first call.
- Educate the consumer about comparing competitors' fees and services.

- Why should the consumer be your client? Why should they stay with you? Answer both of these questions before leaving the first call.

Recycle your leads: Easy and cost-free way to gain additional business

- Many consumers were either turned off by the initial rush that their request created, or their needs were not met.
- Maintain regular follow up call & email schedule for those leads that didn't make the pipeline.
- Today's lead could be tomorrow's client, IF you persevere.

Mind Your Money...
"It is better to have a permanent income, than to be a fascinating person."
Oscar Wilde: 1854-1900 Writer



Step 2 Work Smarter Follow Through

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