In my previous article, I talked about some of the ways that you can generate leads through Influencers.

In this article, I want to look at some of the ways that you can convert leads to sales. Follow me as we are going to look at that together in this article.

How to increase leads and boost your sales….

#1 Calculate

The very first thing you need to do is to find the lead close to the ratio for a period of at least eight months.

You also need to calculate the total leads to closed sales during those eight months in percentage.

You need to divide the number of leads by the number of closed sales that you have.

You also need to turn that number into a percentage out of 100 to estimate just how many leads you need to close sales.

#2 Act Quickly

You need to develop a system, set the time and date when you have to follow up with the leads. You also need to get the assistance of your sales team to follow up on a lead.

#3 Organise

There is a need for you to also invest in CRM such as Salesforce.com to organize all your work.

CRM does not allow you to lose a lead, it will track every sale and every moment in the sales process.

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You need to set automated responses to the queries sent through email by your prospects.

#4 Delegate

There is a need for you to segregate the responsibilities among the sales teams such as replying to online queries, emails, and phone calls among others.

You need to put effort and money into the sources that yield you better results. The CRM system can also help in finding sources that give you more sales.

Converting leads to sales…

#1 Determine your personae

First and foremost, in order to make more sales and convert leads for your organization, you need to identify the type of people that are using your products and services

Having this understanding will assist you to package your product in such a way that it will attract the interest of your desired audience.

For developing your buyer personae, you should know the ideal buyer, your customer needs, how to fix problems and your unique selling proposition among others.

You need to get your current sales and customers to interact with each other to find out buyer personae who can turn into your prospects, leads, and customer.

#2 Content mapping

When it comes to content marketing and lead conversion, you need to know where a prospect is on the ladder.

The reason is that the content that works for someone at the top of the funnel will not work for someone at the bottom of the funnel.

Top of the funnel

These are visitors who are unaware of your products and services. They may likely be prospects who have started researching your products or services.

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Middle of the funnel

These are customers who are interested in your products and services but they do not necessarily want to buy from you.

Bottom of the funnel

These are prospects or customers who are ready to buy your products and believe that you have every solution to their problem.

The content mapping chart will help your sales and your marketing team to understand the right type of content to introduce to each type of prospect that you have in your sales funnel.

You have to develop the chart and understand the type of content that you can introduce to each prospect on the sales funnel.

#3 Segment lead nurturing campaigns

As part of your effort to nurture your leads, you need to segment your campaigns and your leads based on the characteristics that the leads have in common.

Some of the characteristics that can be used in segmenting leads include geographical location, area of interest in contents, industry and roles and brand advocates as well as customer behaviour among others.

#4 Make use of workflows

You also have to make use of workflows when you are trying to nurture your leads and convert leads to customers.

You need to make use of email workflow which will help you to send emails to a specified group of users at a particular time.

Some of the specified email workflow used by you include:

Subject line workflow: **content download**
Eye-catching offers.
Leads that are ready for **Sales workflow.**

Get **dead lead** to engage again
Event workflow allows visitors to register or attend the webinars
Lifecycle workflows, welcoming new customers to a new business
Upsell workflow, based on purchases made by customers in the past.

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#5 Enforce Lead Scoring Methodology

Segregating is one of the best means of separating a good lead from a bad lead.

This process always gives points based on information that you already have about the lead. This will allow you to determine whether a particular lead is profitable or not.

It helps in increasing sales efficiency and effectiveness, increasing marketing effectiveness, and tightening marketing and sales alignment for the organization.

It also helps the sales team to avoid spending their time on bad leads and to concentrate on leads that are ready for sale.

Action Point

PS: I know you might agree with some of the points raised in this article or disagree with some of the issues raised.

Please share your thoughts on the topic discussed. We would appreciate it if you could drop your comment. Thanks in anticipation.

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