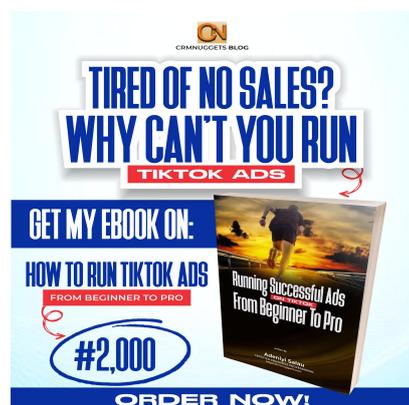


Why are you not following up on Lost [Leads](#)? me CEO, you are really not taking the right decisions.

Today I planned to shake the table.

I want to tell businesses the exact reasons why some of them have to fold up and close shops.

I will open our hearts to the reasons why you have to forget about the customers that you already have and start finding out the reasons why that man refused to buy your product.



It is a very common practice. We don't always like yo ask questions. You have put so much efforts into wooing a leads and at the end of the day, you got a **No** . It is very disappointing and disheartening. It is likely to dampen our hearts.

Most times , we will always try to justify the failure by concluding that the customer is never serious in the first place, but if we take time to ask, we might discover what we have actually done wrong.

Asking questions might show us what is wrong about our own processes. It will help us to take actions to boost lead generation.

### **It might be that :**

#1 Someone has a better offer for them

#2 We have a low quality product

#3 We need to work on our processes

### **#1 Better Offer**

It is inherent in us as human being , we always want to get more than we bargained for. There is absolutely no one that wants to feel cheated. That is why even a mad man will want to go for a quality product.

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Can you really say that the product you presented is the best you can offer for that price? If not , you need to do better as an organisation . no matter the amount of sweet talks, you may end up loosing that customer if you fail to offer quality services or products that wow customers.

### **#2 Low Quality Product**

Still on low quality product, it is being discovered that most organisations are just after profit that they ended up compromising on quality. Funny enough, that felt that customers will not know about this atrocity.

You need to understand that before that [customer calls you](#), it is possible that he has called up to seven other businesses. It is very much possible that you are not the only option that the customers has. What can make you to be ahead of the pack is to offer quality products that are above the imagination of the customer.

### #3 Poor Processes

There are some organisations that has quality and excellent processes but it is very difficult to buy from them. They have slow responses and their sales funnel is horrible.

After every successful transactions , even if you have a failed transaction , you need to analyse your sales processes. Talk to your customers and find time to ask questions. Find out from that that did buy your product why they have decided not to buy.

### Conclusion

You business will remain stagnant until you start finding out the reasons why your lost leads refused to transact business with you. Why you discover this, you will be able to take approximate steps to turn your lead to customer , and ultimately brand advertisers.

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### Action Point

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**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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