



Ways to Convert Leads

- Tell your story
- Be authentic
 - Let potential customers see who you are
- Target higher tier prospects
- Email drip campaigns
- Include CTAs (Call- to- Action)
- Make it easy to buy
- Articulate what makes you unique
- Use testimonials
- Show examples
- Make an offer
- Team Member profiles
- Display credentials & awards
- Use intake form / prospect questionnaire
- Introduce yourself, develop elevator pitch
- Have a clear mission & vision
- Map your sales process
- Ask questions & listen
- Educate on how to buy
- NLP Techniques
- Follow up
- Track and score your leads
 - Use a CRM (Customer Relationship Management)
- Explain ROI (Return on Investment)
- Add value rather than discount
- Create a company manifesto
- Go after higher tier customers

*Find what works for you &
focus on that.*