

So, you have a new lead for your
business.....

What next?



There are two main types of leads

MQL

- Web Form fill
- Download of something you are offering
- Newsletter
- Webinar or seminars

SQL

- Form fill to ask a question about the product or service
- Requested a demo
- Asking for some pricing
- Delivery

What is an MQL?

A Marketing Qualified Lead (MQL) is a prospect who has shown a level of interest or engagement with a company's marketing efforts, making them more likely to become a potential customer.

MQLs are individuals or entities that have interacted with the company's marketing campaigns, such as by filling out a contact form, downloading a whitepaper, attending a webinar, or subscribing to a newsletter.

These actions indicate a certain level of interest and engagement with the company's products or services.

What is an SQL?

A Sales Qualified Lead (SQL) is a lead that has been thoroughly vetted and deemed ready for direct engagement by the sales team.

Unlike Marketing Qualified Leads (MQLs), which indicate potential interest and engagement with the company's marketing efforts, SQLs have progressed further down the sales funnel and have met specific criteria that make them more likely to convert into actual customers.

Some stats for you on lead generation

- Cold calling only has a 2% success rate
- On average it can cost anywhere between £60 - £200 to get a lead for a small business
- Research from Marketo suggests that businesses that excel at lead nurturing generate 50% more sales-ready leads at a 33% lower cost
- It can take 12 “touches” before a lead responds
- Almost 50% of sales people (AND BUSINESS OWNERS) never follow up a lead

So what can you start doing now???

- Draw out your current lead process on, lucid chart or another software
- Do you have a process for different types of services or products you offer?
- Start to track your lead in any way possible
- Actually care about the lead, it's not just about the sale, If they don't want to but today help them along their way and they could become a fan anyway
- Understand the type of person or business you most often convert to a paying customer- not just size but industry, character, location, etc
- Where did that converted lead come from?
- Once something works repeat it and streamline that process where possible
- If it doesn't work... try again but track what you did last time as you learn so much from failures

Some stats you can start tracking now

How many leads you want each month based on your targets

Track where the leads come from (IE BNI Hastings, BNI Eastbourne, LinkedIn)

Track why a lead wasn't good for you or didn't convert

Is the work you get repeat or new?

How long did it take you to convert that lead?

What conversion rate you have for converting a lead

How many leads did you generate last month?

What type of services did you sell last month?

Remember to.....

- Automate as much of everything else you so you can do what your best at
 - Contracts
 - Invoices
 - Delivery
- Make it easy to buy from you (remember the Amazon model, 1-click buy)
- Be flexible however not to the detriment of your business
- If someone wants it cheaper don't discount, just remove whatever services or products they don't want