



# DIGITAL *Upline*

01

## NURTURING LEADS



**FOLLOW  
UP...**

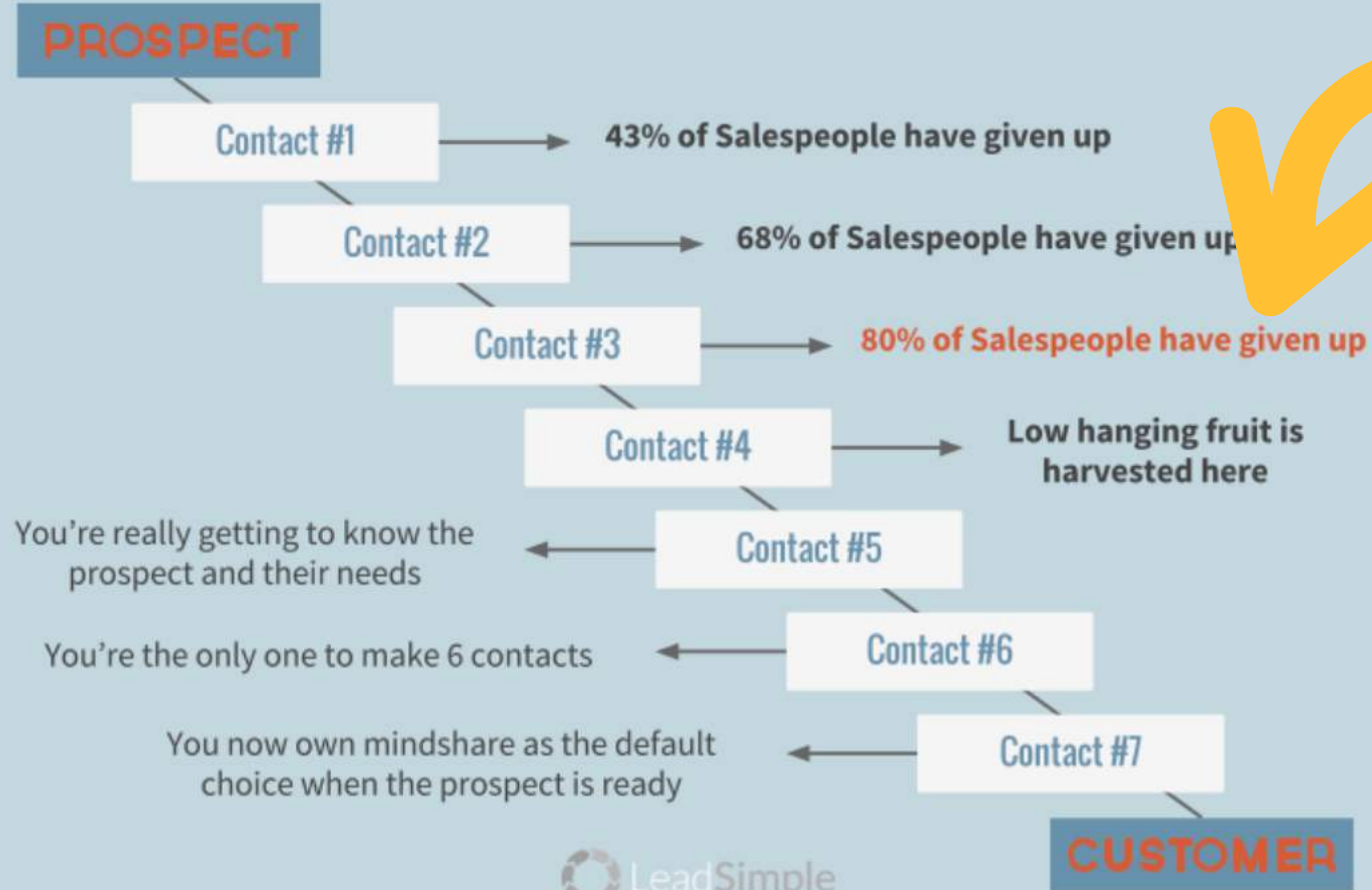
**DOES IT  
MATTER?**



IT'S NOT  
IF  
IT MATTERS..  
IT'S  
HOW MUCH  
IT MATTERS.



# THE PROGRESSION OF A SALE



SAY  
WHAT???



(Source: Society for Marketing Professional Services)

# SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT

25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP

12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP

ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS

2% OF SALES ARE MADE ON THE FIRST CONTACT

3% OF SALES ARE MADE ON THE SECOND CONTACT

5% OF SALES ARE MADE ON THE THIRD CONTACT

10% OF SALES ARE MADE ON THE FOURTH CONTACT

80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT





I Feel  
Sick...

**68% of sales  
are lost  
due  
to poor  
follow up**

**JAY CONRAD LEVINSON**

@janehamillchi

# Elements of Nurturing Leads

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Environment



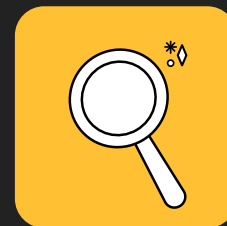
Frequency



Method



Call to Action



Systems

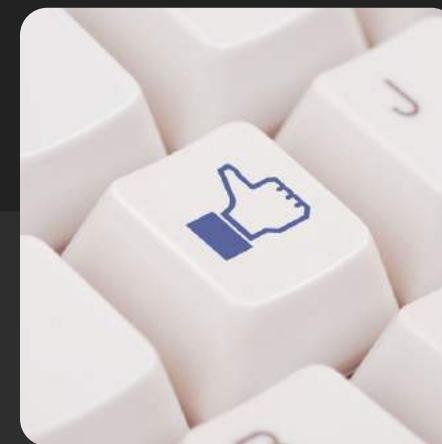
# Do you have an **ENVIRONMENT** for your leads?



## Email

### Known and Reliable

Prospects EXPECT to hear from you via email. How you use email is critical to your follow up



## FaceBook

### Groups for the win

FaceBook makes it easy to maintain and grow relationships. Be aware the rules are always changing. Bots are possible but limited in timeframe.



## Members Area

### Great for Product Delivery

If you are using a low entry product or course, members areas are a great place to deepen relationship.



# Email Best Practices



## Content

Here's your opportunity to provide value! Be you and share content that grabs attention and continues to filter leads.



## Reliability

You must have a reliable system for sending and managing emails. Period.



## Call to Action

Each email should have an opportunity for engagement- what do you want the prospect to do?



## Opt Out

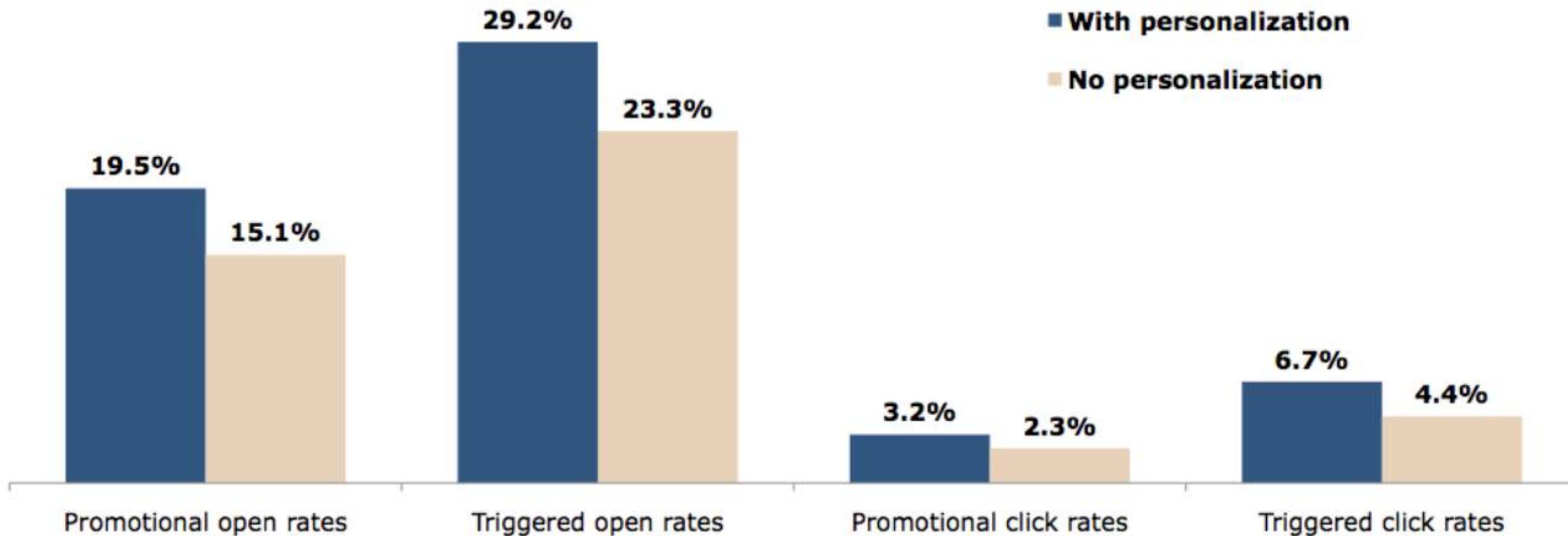
It's okay for people to say goodbye- you want to market to the willing not the unwilling



# Email Personalization

comparing emails with personalized subject lines to non-personalized emails

**March 2013**





# How Much Follow Up?

A good starting point for thinking about this blend is the 'Rule of Seven,' formulated by marketing expert Dr. Jeffrey Lant.

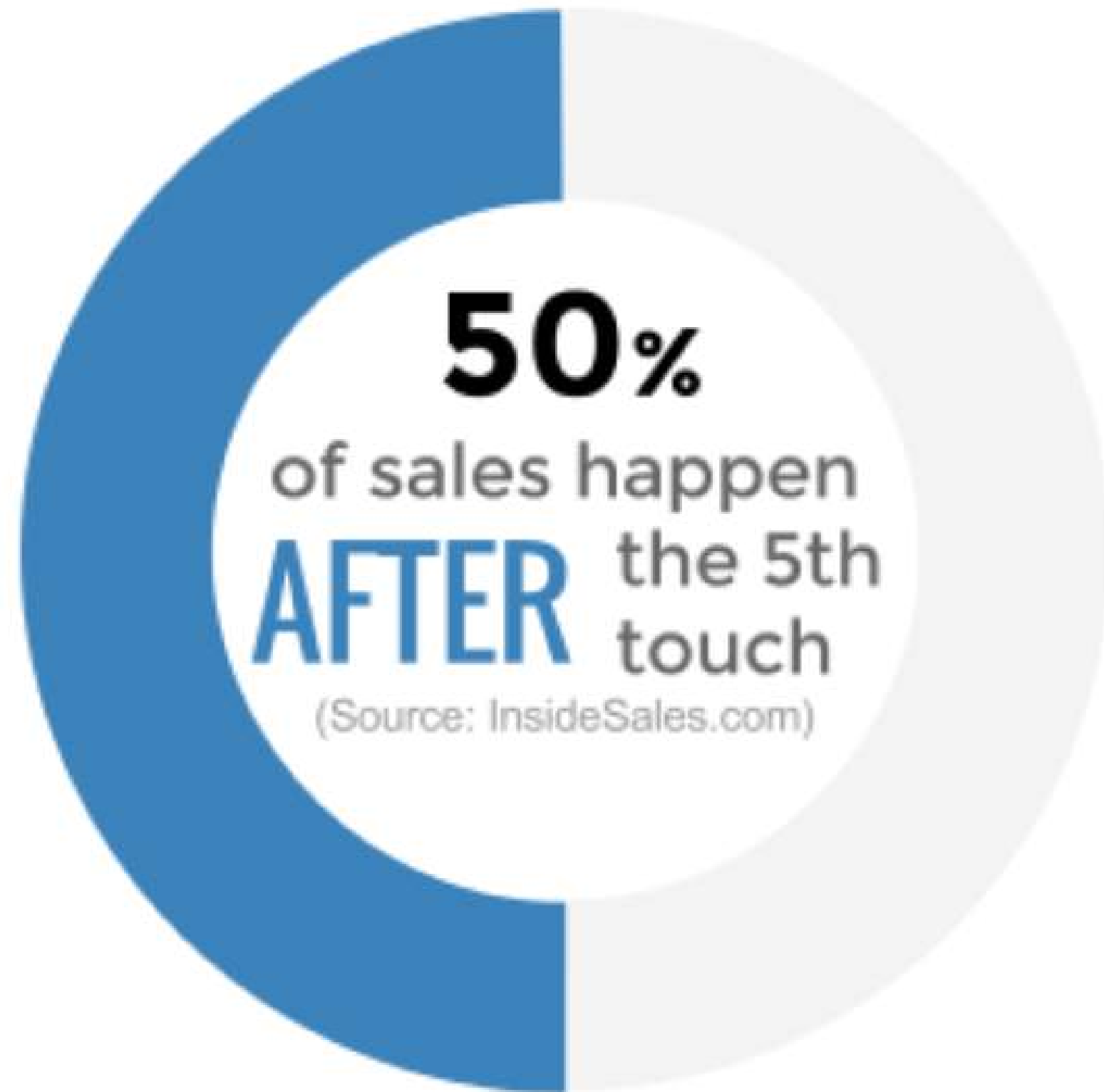
Lant states that to penetrate the buyer's consciousness and make significant penetration in a given market, **you have to contact the prospect a minimum of seven times within an 18-month period.**





**50% OF LEADS**  
ARE QUALIFIED BUT  
**NOT READY TO BUY**

(Source: Gleanster Research)



# Follow Up Method



## Immediate

Leads should hear from you instantaneously upon opting in. Typically via email, text or messenger

## Nurture Sequence

The 3-7 days after a lead comes to you, you must be in front of them- adding value and sharing more of how you are able to help them solve their biggest problems

## Longer Term

After nurture sequence, move to weekly for a month- then to a frequency that aligns with your message and offer. Testing in this area can prove valuable.



C

Call

T

To

A

Action

## Great Follow Up Inspires Action...

- What is the next step?
- Ask questions to encourage interaction
- Show consequences of inaction



# System Requirements

## What's Important to You?

- Track Leads by Phase
- Email
- Text
- Voice with Recording
- FB Integration
- Calendar Integration
- Appointments
- Tasks
- Team Integration
- What Else??????

The screenshot displays a CRM interface with three columns of lead management. Each lead card includes a name, a status badge, a profile picture with initials, a contact number, and a '+ Task' button. The 'App Submitted' column has 16 leads with a value of \$0.00. The 'No Show' column has 16 leads with a value of \$0.00. The 'Disqualified' column has 95 leads with a value of \$0.00. The leads listed are:

- App Submitted:** Adam Chandler (Abandoned), Testie Testerton (Lost), Julie Anderson-Lumsden.
- No Show:** Gordon, Gale Smith, Jerald Schreiber, Kelly.
- Disqualified:** Prithi, Brandon Gibson, Robby Garrett, Keicha M. Davis.

Additional details for some leads include: Adam Chandler (sales velocity webinar registrant), Gordon (register for the upside down enrollment method masterclass), and Testie Testerton (august 2020 leads).

# Foundational Questions



What is the ENVIRONMENT where I will nurture leads?

How will I track and manage leads (Hint... this is your system)

What is my COMMUNICATION PLAN for the environment?

How will I resource nurturing my leads?





## “DON'T THINK OF YOUR LEADS AS "LEADS"”

Instead, think of them as people who are frustrated because understanding and buying your product is too hard. Your job is to make it easy for them to learn your product and get started.

**ANDY PITRE** VP of Product, *HubSpot*