

## **Close the Leads You Have!**

### **Nurture Relationships and Close More Sales through Touch Marketing**

Traditional prospecting methods are extremely inefficient.	2
What happens to the leads you don't close?	2
Imagine the Possibilities	3
No Wonder You're not Touch Marketing Already	3
Action Plan to Get Started	3
Skeptical?	4
About the Author	5
About SalesNexus	5

How many leads did you go through in the last year? Last Month? Last Week?

What did they cost you?

How much money did you spend on advertising & marketing to get them?

How much time was spent finding them, chasing them, qualifying them?

What happens to the leads that don't buy now?

**Close the Leads You Have! Nurture Relationships and Close More Sales through Touch Marketing**

Tired of spending thousands of dollars and hours upon hours acquiring and then sifting through leads to find only a small few that turn into clients?

Ready to grow your business without pouring money down the same old leaking funnel?

***Traditional prospecting methods are extremely inefficient.***

We all know what cold calling is like. Very few enjoy it and fewer excel at it. Networking for referrals or attending trade shows works in certain industries but, is always time consuming and inefficient.

Hours spent “dialing for dollars” or “pressing the flesh” at trade shows and networking events lead to a list of unqualified leads. If you’re lucky, each day you talk with 20 or 30 bona fide prospects, of which 2 or 3 might be truly qualified as an immediate sales opportunity.

No matter how you generate leads - Trade shows, networking, cold calling, advertising... do 1 out of 10 leads turn into a sale, 1 out of 20, 1 out of 100?

For every sale you make, there are 9, 19, or 99 leads that you didn’t close. Each of these cost exactly the same in time and money as the ones you closed.

***What happens to the leads you don’t close?***

What are they worth? What did you spend to find them?

Normally, leads are managed by each sales person. The ones that turn cold may stay in the sales person’s card file, Outlook contacts, ACT! database, etc. but, how can your business market to them? How many just end up in the trash?

The fact that they started out as leads means they probably fit the general profile of a buyer of your products or services. Most often, now is just not the time for them.

Over the course of time most will eventually go looking for a product or service like yours. You’ve got their name and contact info. You’ve probably even had some contact with them.

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### ***Imagine the Possibilities***

If you close 1 out of 10 leads, then there are 9 leads that have at least an initial interest in your products and services and have been “touched” by your company at least once. You can effectively increase the number of leads in your “funnel” by 90%.

A simple “touch marketing” campaign can educate the prospect about your company and the strengths of your products and services as compared with your competition.

### ***No Wonder You're not Touch Marketing Already***

We've all been through the nightmare of putting together the Christmas card list at the end of the year. Ouch! Its tremendously time consuming and frustrating. If you've got to gather leads for marketing purposes from each sales rep and several different marketing lists, some on paper and others in various electronic formats, you can't afford to “touch” market! Not yet...

If these leads are not being kept in a central repository so that they can be farmed, you are throwing away thousands of dollars, days and days of effort and an almost risk free opportunity to significantly increase your sales.

Creating one place that all leads are stored, in the same format, with some minimal information that allows you to sort them into segments for targeting with specific offers is the key. Best of all, its not going to distract you for months or cost thousands of dollars.

Once its all in one place, pulling together a list gets much easier and you'll find yourself dreaming up all sorts of ingenious offers to make.

### ***Action Plan to Get Started***

Ready to turn dead leads into cash? Here's a simple Action Plan to get the process in place:

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1. Create a central repository of leads – if you just start with an excel sheet, it's better than none at all.
2. Train your staff on the importance of these leads to your business and how to ensure all leads end up in your sheet, database, etc.
3. Make a list of the 4 or 5 emotional reasons that customers buy from you. What is keeping them up at night?
4. Create marketing pieces (emails, letters, post cards, etc.) that address each of these reasons
5. Create a schedule for sending these pieces out
6. Get started!

So sure, sounds like it would work but, who's got time to put all these leads into a database, manage it and spend time sending out marketing messages?

### ***Skeptical?***

Do you doubt that your sales team will consistently input new leads?

Good news! Sales reps understand marketing! They know marketing generates opportunities for them to make sales. If your sales team knows that their prospects will be marketed to, they'll take the time to input the information!

Still wondering? Try calculating the potential value of marketing to your leads using the formula below:

\_\_\_\_\_ leads you collect every month x \_\_\_\_\_ amount of avg. sale x 5% = \$\_\_\_\_\_ monthly increase in sales

What if it was as simple as typing the names into an online database and choosing the appropriate campaign?

With the many online, hosted options available today, your marketing campaign can be tracked in detail. And, if you choose a solution with good Marketing Automation features, much of the work will be done for you. You'll know which messages generate the most responses and closes. This will allow you to increase the effectiveness of your campaigns and identify which leads are most valuable. Focusing your marketing dollars and lead generation efforts on the most effective venues, media and messages will increase sales without increasing costs!



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### **[About the Author](#)**

Craig Klein is Founder and CEO of SalesNexus, LLC. Klein graduated from Texas A & M University in 1989 with a B.S. in Electrical Engineering. With over 15 years of sales and marketing leadership experience, Klein served as VP of Sales and Marketing for Neuralog, Inc. and A2D Technologies, where he helped grow these energy technology startups into industry leaders.

In 2002, Klein founded SalesNexus to address the need for sales and marketing automation solutions that deliver management analytics which enable fast and effective decision making and provide useful automation to sales and marketing end users.

### ***About SalesNexus***

SalesNexus provides sales and marketing automation solutions and services to small and medium sized businesses.

- [SalesNexus](#) is a hosted, online sales and marketing automation system designed to be familiar to users of ACT! and Goldmine with enhanced management analytics, sales process automation and marketing automation.
- SalesNexus also provides affordable services to assist clients in sales and marketing process definition, team member training, database customization and marketing campaign implementation.