



Increase Your Sales Win Ratio with These Tips

WORK SMART & HARD,
AUTOMATE WHAT YOU CAN

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SALES COMES DOWN TO SPEED-TO-LEAD
AND CONSISTENT PERSONALIZED FOLLOW-UP.

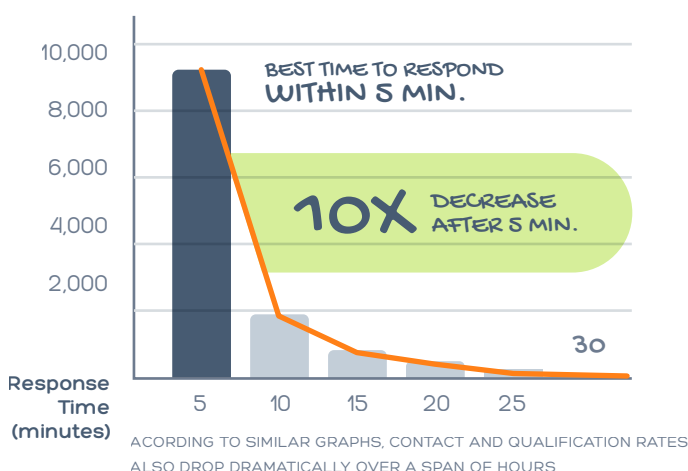


Speed-to-lead matters more than you think



- ⇒ Calls under 5 min = 100x more successful and 21x more likely to qualify a lead if you contact the person under 5 minutes.
- ⇒ 40% - 50% of leads are hooked in by the very first person they talk to!
- ⇒ For outbound, call the lead 6 times over 12 days. For inbound, call the lead 6 times over 10 days. Leave voicemails every other time you call, keeping them between 18-30 seconds long.
- ⇒ Your third call is where you have almost an 80% chance of making a connection (while the other three build value in increments). Call 3 is where all the magic happens!
- ⇒ Optimize your landing page and your thank you page as sales touchpoints.
- ⇒ Send an autoresponder email, and don't make it transactional communication. Use it as a selling opportunity with video.
- ⇒ Add video throughout the early stages of your sales process to help more of your leads become sales ready. Videos are more personal, digestible, and help to establish trust.
- ⇒ A local number has a 25% better contact rate than a long-distance or out-of-state number.

BEST TIME TO RESPOND: WITHIN 5 MIN.



50-75% of Reps don't leave voicemails!

While **66.3%** of business professionals said they were likely to respond to a voicemail.

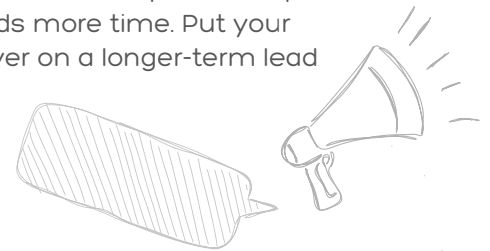
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Consistent Follow-up



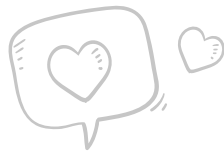
- ⇒ Optimal space gap between communications is 2 days.
- ⇒ Emails with less than 300 words perform better, while the ideal is 50-125 words. Remember: this doesn't apply to all instances!
- ⇒ Best time to call to make contact with a lead is between 4-6 pm and 8-9 am, some of the worst times to call are 11-2 pm (before, during and after lunch).
- ⇒ Three communication methods increases your chances of closing the lead from 9.5% to 25.1% success rate (165.9% higher). Communication methods can be a combination of phone calls, voicemails, texting, email, video, social media and direct mail.
- ⇒ Send text messages. They work!! Texts have a 98% open rate. Better yet, send MMS by text.
- ⇒ Emails sent over the weekend are opened at a higher rate.

- ⇒ Keep adding value. Share trends and stats that are important to your prospective buyer. Not all of your communications should be focused on selling. Give before getting.
- ⇒ Use remarketing (Facebook, YouTube and Google) to get more leads become more sales ready.
- ⇒ Automate your lead nurturing sequence with your CRM or email service (workflows or sequences).
- ⇒ Score your leads.
- ⇒ If your lead is no longer interested, send a closing file email -- be friendly, but be clear that you are at the end of your follow-up sequence.
- ⇒ Now that your active sales process is paused, your buyer needs more time. Put your prospective buyer on a longer-term lead nurturing track.



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Human Connection = Sales

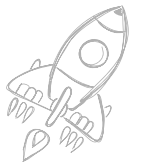


- ⇒ Schedule a 15 minute discovery call to qualify the prospect and build some rapport. After 15 minutes, tell the prospect you have another call and schedule a follow-up call in a day or two.
- ⇒ Seek to understand before talking. Spend more time asking questions conversationally; no one likes to feel like they are being interrogated!
- ⇒ Give to get. Give value before asking for something.
- ⇒ While on a phone call, smile while you are speaking and consider standing.
- ⇒ When planning for a future discovery call, find something to compliment your prospective buyer on! And also aim to uncover their pain points.
- ⇒ In future discovery call, aim to uncover pain points.
- ⇒ In your discovery call, uncover timelines budget and next steps.



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Close the Deal



- ⇒ If your buyer is indicating interest, tell them a few of the next steps in the process- keep it brief.
- ⇒ Share with them how easy it is to work with you.
- ⇒ Make them feel good about the purchase compliment them!
- ⇒ Build and reinforce trust.



96% of visitors who come to your website aren't ready to buy (yet). Look out for a future marketing tip sheet!