

Free Report Reveals...7 Secrets of Converting Calls to Sales



Number 1 – Maximize Your Generated Leads!

If you want to convert incoming calls to sales, first of all...*you need to have calls coming in!*

That made sense, didn't it?

Generating the most "warm leads" (people interested in doing business with you) is vital to making new sales and obtaining new customers and clients.

To do that, you need to measure the ROI (Return on Investment) of your current marketing and advertising. Which campaigns are generating the most phone calls? Which ones are a waste of time and money?

I provide an affordable system of tracking exactly how many calls are being generated by each of your different marketing placements, so you can concentrate on the ones that are most effective. This enables you to save money by trimming the advertising that just doesn't work – and making sure you don't pull the advertising that does!

Number 2 – Don't Just Data Drop!

When a generated lead calls a place of business, usually the person answering the phone will only answer that prospect's questions – and not volunteer extra helpful information. That's called "data-dropping" and doesn't really encourage the caller to become a customer or client. Instead, the staff person answering the phone should also be "selling services."

Example – a caller asks a dentist's office asking how much a cleaning is. The receptionist answers, "\$50." End of call and probably no sale. What if the receptionist told the caller about a revolutionary cleaning process they've just put in place that gets

amazing results? Or just simply asked about the person's dental needs and advised of all the practice has to offer for their particular situation?

Engaging the caller on a personal level, identifying their needs and telling how your business can meet those needs is how you make the sale – not by providing one or two word factual answers. People buy people – that's why whoever answers your phones has to know how to connect!

Number 3 – Find Out Who You're Talking To!

Any marketing expert will tell you the secret goldmine to any ongoing business is developing a thick and thriving database that you can market to in the future.

And I'll go ahead and tell you the biggest mistake people make when taking an incoming call from a generated lead - *not asking for the caller's contact information*.

This goes back to the scenario from my last email – where an interested prospect calls, asks a question, gets a one word answer and ends the phone call. It's up to whoever you have answering your phones to make it more than a Q & A – and to ask for the person's name, address, and email.

You can easily tell the caller you want their details to send them out some information about your business. Then go ahead and send them a brochure or email them your latest special – and begin your marketing right then and there! Just make sure that contact info ends up in your permanent marketing database!

Number 4 – Turn Your Receptionist into Your Sales Staff!

Face it – most small and medium-sized businesses only have a receptionist to answer the phones, not a trained sales person. And some businesses don't even have that – they just wait for whoever's available to answer the phone!

What you have to realize is that when prospects call with questions about your business, that's your best shot at making a new sale or getting a new long term customer. The person is *already interested in what you have to offer*.

Unfortunately, whoever is answering the phone usually has *absolutely no training* in how to convert that call to a sale. So they don't sell your services. Get contact information. Or engage the caller on a personal level.

Part of the way my company raises ROI for a business is to record incoming sales calls and review them with the person (or persons) who answer the phone. This isn't done in

a negative, intrusive way – it's purely for training and to change the phone dynamic in a positive way that leads to more revenue. Usually the business owner is shocked at the missed opportunities that happen during these phone calls

The right person with the right training taking your phone calls makes a big difference to your bottom line – and with only a minimal investment of time and money on your end.

Number 5 – Convert When You're Closed!

We've been talking in the earlier secrets about how the person who answers your calls can convert those calls into sales.

But what happens when there's no one to answer the phone? Weekends, nights...you know some callers don't care if it's outside your business hours.

I'm sure the vast majority of you have some kind of voicemail system to take messages. But more times than not, if the caller doesn't have anyone to talk to, they hang up.

That's why we set up an affordable system for many of our clients that not only provides a customized message, it also gives the caller an inducement to leave their contact information – and both the message and the contact info are automatically transcribed for you.

When someone calls during off-hours – or even during business hours when no one's available to answer the phone – the message tells the caller they can get some kind of discounted offer or free information if they leave their contact information. That way the business gets another lead for its marketing database, as well as a transcription of the specific message the caller left.

There's no reason why you can't keep selling with a pre-recorded message system – it's another way to maximize your ROI!

Number 6 – Give Them Something To Talk About!

Let's go back to our typical incoming call scenario. A prospect calls with one or two basic questions, the person taking the call answers them and doesn't really sell the services or products involved. Leaving no chance of converting that call to a sale.

But let's be fair. Are you giving the person answering the phone anything to work with? Is there anything about your business that would grab the caller's attention and cause them to do business with you?

Think about how the big boys sell the same old laundry detergent by calling it “New and Improved.” They do that so consumers will take another look at it. By finding similar marketing edges for your own business (and hopefully more substantial ones), you do the same thing for your own company.

By creating “talking points” for the people answering your phones, you give them something concrete to mention to the caller - and a way to interest them further in your products and services. And that’s the right path to conversion.

Number 7 – Combine Information with Automation!

When you run a small or medium-sized business, marketing is often the last thing on your mind – you’re usually too busy taking care of your core business!

That’s why affordable automated marketing solutions, when it comes to your incoming phone calls, are often the most effective ones. When everyone’s busy, it’s easy to lose track of calls and messages – but when you automate the process as much as possible, you’re in no danger of losing valuable potential sales.

Back in Secret #5, I talked about my system of automatically answering sales calls, providing a pre-recorded “call to action,” and transcribing contact and message content. My new service, “The Infusionsoft Bridge,” takes that system a big step further – and uploads that contact information automatically into marketing software. That means you’re all set up to market to that person with your next campaign. A system like “The Bridge” definitely more than pays for itself.

Automating the marketing process, from measuring your advertising ROI to collecting information from incoming calls and uploading that info to software, is a great “all-in-one” solution that makes sure you have the best shot of converting calls to sales – even if it doesn’t happen until your next direct marketing campaign!

I Hope these 7 Secrets have given you some good tips on converting calls to sales! Please feel free to stop by www.yourroiguy.com/infusionsoft-bridge for the latest on how to boost your bottom line – and maximize your marketing!

To Higher Profits,

Richard Seppala, Your ROI Guy