



LEAD FOLLOW-UP BEST PRACTICES

Successful Lead Nurturing and Follow-up Practices

Lead nurturing is to build a relationship of trust and respond to prospect concerns and expectations.

Lead follow-up is more about keeping contact with the prospects after they have been exposed to your brand. This can be done via email, phone, social media or face to face interaction.

1) Respond Quickly (First 5 Minutes)

You're 10 times likely to qualify a lead if contacted within the **first 5 minutes**. Contact and qualification rates drop dramatically in just minutes and continue to decrease over the next few hours

2) Personalize the Response

Address the contact by Name and any additional details that they provided.

3) Follow-up through multiple channels (Phone calls, chat boxes, SMS, emailing, etc)

Every prospect has a preferred communication channel. Some prospects prefer direct communication over the phone. Others find email more acceptable for business communication. You'll need to adjust your tactics to fit the person you're reaching out to.



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3) Be Persistent

By just making a few more call attempts, sales reps can experience up to a 70% increase in contact rates. **Always make at least 6 call attempts.**

4) Use Sales Cadences

A sales cadence is a great technique you can use to streamline your lead follow-up efforts. It's a system that defines methods of contact and dictates their frequency and timing.

For instance, on day 1, you should call within the first 5 minutes, then send a text and an email if no response. On day 3, you make another call and follow it up with an email later the same day. On day 5, you follow up via email and another text, etc.

The length of your sales cadences should be determined by your sales cycle.

5) Have something meaningful to say

What you say or write during lead follow-up is crucial. Avoid contacting a prospect just to check in. You have to offer something meaningful.

Consider competitive sheets that show why your brand is superior. Or a piece of educational content, new updates, eBook or an interesting webinar that may be related to an action they've already taken.
