



How To Close Leads

MVF's guide to maximising your ROI

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ABOUT MVF / MVF+

INTRO

How To Close Leads

MVF's guide to winning new business

Since starting out back in 2009, MVF's Customer Generation Platform has produced millions of leads for clients across many different industries. We operate across the full breadth of the channel mix and work with clients to produce high intent web traffic including both sales-ready and marketing leads. But we do not see the generation of the lead as being our job done.

At MVF our pay-per-lead model allows companies to pause at short notice and we know that clients will only grow and expand with us when they are seeing a strong return. This means we are aligned with the growth of our clients and we only succeed when they succeed; this is why we are keen to help clients get the best out of the leads.

We work closely with our partners to help them fine-tune their sales processes in order to maximise the value they see from working with us.

With access to the sales processes of some of the world's biggest leads purchasers, we have developed a deep understanding of how best to ensure deals do not slip through the net. Obviously there are organisation-specific scenarios that necessitate more bespoke advice but we've gathered together here the most universal pieces of wisdom garnered over the last seven years.

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Be Quick

📞 Call inbound leads back as soon as they arrive

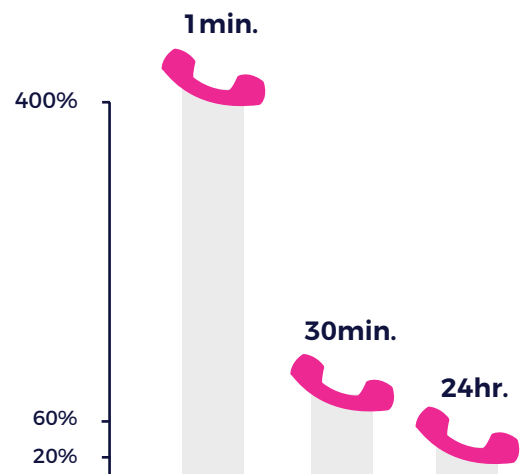
It's well documented that the contactability of an online lead decreases quickly. Most advocate measuring follow-up times in minutes, rather than hours. But we go one step further. You should be measuring the speed of your response in seconds, rather than minutes.

By developing a commitment to instant follow-up, sales teams are more likely to close the deal and avoid losing time due to having to manage poor contact rates.

Research suggests that conversion is around 400 per cent* more likely if first contact is made within one minute of receiving a lead online, compared with waiting for 24 hours.

If you only take one piece of advice from this document it should be: focus on driving down your lead response times.

Improvement on lead conversion rate



* research by Velocify, 2015

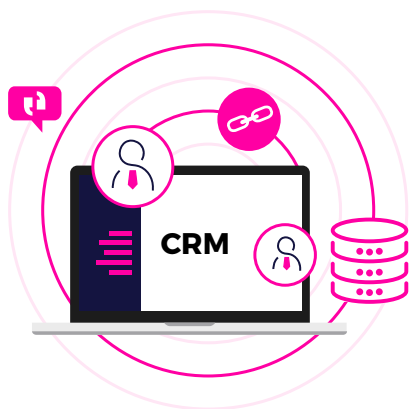
Invest in Tech

◊ CRM systems should be a sales team's most valuable tool

Speed is key when it comes to lead follow-up, but in order to organise the chaos and facilitate efficient follow-up, it's best to have a CRM system in place.

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But more than that you'll need a properly functioning CRM system; one where everyone that's using it is singing from the same hymnbook with regards to data integrity and the importance of keeping all records up to date.



Client Tip

It's also essential to use your CRM to provide detailed feedback to us here at MVF. We can ramp up profitability for you faster if we're able to see which traffic is resulting in the most closed deals. Even if you don't have a CRM, collect detailed outcomes on a spreadsheet. Make sure your outcomes and notes are standardised across the sales team. This makes feedback easier to analyse and optimise at a later date.

Improve Your No-Contact Strategy

❖ Leave a voicemail, send an email and mention the price

It's impossible to get through to your prospects with every call. That's why it's vital to ensure that your no-contact policy is just as well thought through as how you go about speaking to prospects when you do get through.

If you don't get through to the person you're looking for, we recommend you do three things:

1. **Leave a voicemail**



2. **Send an email**



3. **Make sure they know a rough price**



It's likely your competitors are vying for prospect attention too, and if yours is the only price prospects aren't aware of, guess who isn't going to be getting the deal. This said, there is a balance to be struck. You want them to call back. If possible leave them with a compelling reason to get back in touch; create urgency.

Client Tip

Don't forget the humble text message. While text messaging has fallen out of fashion in some circles, it actually boasts an incredibly enviable engagement rate. Believe it or not, SMS text messages have a read rate of 98%. That means if you've managed to get mobile contact details for your prospects, it makes sense to send them a text. They're very likely to read it and get back to you.

Call Them Back

❖ Don't give up until you've called them at least **six times**

It might seem hard to imagine, but some sales people do not bother following up on prospects they've failed to reach first time around. Yes, you need to leave a voicemail, send an email and ensure they're in no uncertainty about what the nature of the deal might be, but that's not enough.

Opinion varies in the industry but MVF recommends calling prospects at least six times before accepting the lead may have lapsed. Of course, it's also worth remembering that there's every chance the prospect will surface again. Therefore, it's best to leave things on a positive note.

It also pays to spread your contact attempts evenly across mornings, afternoons and evenings.

Leave a Sweet Good-bye

◊ Always leave things on a positive, even if there's no deal this time

There's always 'the one that got away'. But just because you didn't manage to make contact or get a deal over the line this time doesn't mean there won't be an opportunity in the future, and for that reason - as well as for the upkeep of proper professional standards - it's worth ensuring things are left on a positive note.

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It sounds simple, but it can pay dividends to make sure that last email and voicemail you leave is full of positivity and friendliness. Make sure you leave them with no reason to discount doing business with you in the future. You never know when your paths will cross again.



Make Sure Your Offers Are Relevant

❖ Create a sense of urgency

Making sure offers are compelling to your prospect pool is obviously a pretty key component of securing new business, and it's not just a marketing concern. Although marketing colleagues are responsible for framing the offer in the right ways prior to direct contact, it's up to sales to ensure that deals are fine-tuned to ensure maximum traction with all contacts.



One of the most common errors we see is sales' failure to create a sense of urgency with regard to the deal. A conversation that must be dealt with today or this week, is far more likely to bear fruit than an offer that feels like it's on the table forever and can be ignored.

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Client Tip

If you're partnering with one of our digital brands, such as Expert Market, Approved Index or Eco Experts, make sure you mention the partnership. Customers generated via our platform are often closely aligned with our brands and place implicit trust in their integrity. Reminding them of your relationship with these brands should make closing deals more straightforward.

Review Your Collateral

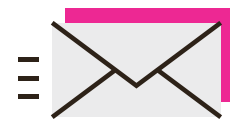
❖ Make sure presentations are up-to-date and error free

What your brand does - how it looks in the eyes of the market - can have just as much bearing as what you say to a prospect directly when it comes to closing deals. A fantastic pitch delivered over the phone or face-to-face can be undone incredibly quickly if the website you send prospects to, or the presentation you email over, looks out-of-date or unprofessional. The good news is this is easy to avoid.

By regularly reviewing assets, and ensuring they are representative of your brand and its offer as it should be viewed today, you should never fall victim to under-representing yourself. Similarly, it's important to ensure that you're not letting yourself down with cheap spelling and grammar mistakes. Even the best editors have people checking over their content prior to publication, and you should be doing the same.

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http://www



SEND



About MVF

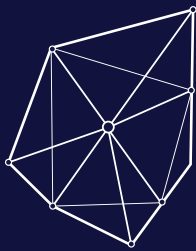
MVF delivers new **customers**, actively looking to buy.

Our platform generates quality sales and marketing leads on a pay-per-lead basis, which provides a transparent ROI, and a profitable and scalable source of growth.



MVF+

Having built up a client list of hundreds of sophisticated sales and marketing teams, we have developed an understanding of the processes and techniques required to maximise the conversion of high volumes of inbound leads. MVF+ allows us to bring this knowledge to long-term clients. We work in partnership with you to deliver benchmarked and actionable insights to help optimise your return on investment from working with us.



MVF

SMARTER CUSTOMER
GENERATION

If you're thinking bigger, let's talk.

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