

3 THINGS TO KEEP YOUR LEADS AWAY FROM THE COMPETITION

AN E-GUIDE FOR MSP-IT SERVICE
PROVIDERS

Are your leads disappearing?

As a service provider running your own firm, much of your time is spent running the business. Finding new leads and turning them into clients is something you probably have precious little time to focus on. Given that, the worst thing that can happen is that the leads you find go to the competition or just disappear.

We've got three things you can do to get a better handle on what your leads are looking for, and how you can create the optimal response to each one.



You may know you have leads, but what do you know about each of them?

They don't all need or want the same thing, they aren't all in the same place in the sales cycle, and they may all differ in their level of understanding of what managed services are comprised of.

How can you approach each lead when you really don't know what they need?



#1: Get a 360-degree view of your leads so you really get to know them

New software technology allows you to have what is called a '360-degree view' of each lead. The technology tracks and studies lead behavior across various touch points where a lead has experienced some contact with your messaging, such as landing pages, social media, and your website.

This means you can know what attracted a particular lead and allows you to contact them with a message that is relevant to their interests. For instance, if one lead spent time on your site reviewing only data security information and downloaded an e-guide on the subject, your first contact with them can focus directly on your data security services. This insight lets you understand leads better and sell faster.



Did you know?

57% of the buyer's journey is completed before the buyer talks to a salesperson



Source: Corporate Executive Board

#2: Activity notifications that help you follow-up with your leads at the right time

You probably don't like to admit it, but following up with leads isn't your favorite pastime and it sometimes doesn't get done in a timely fashion. There is a solution to this.

Marketing and sales automation software takes the 360-degree view to the next level.

You can get an alert to your phone or email that will let you know in real time that someone has downloaded a price sheet, or checked an e-guide on a particular topic. Marketing and sales automation software can be that little nudge to take an action with a lead before the lead feels neglected and checks out the competition. Remember, thanks to ready internet access, people have come to expect immediate gratification and response. This software can alert you to take an action now, and not let leads wait for another day.



Did you know?

Research shows that 35-50% of sales go to the vendor that responds first



Source: InsideSales.com

#3: Make that great first impression with personalized sales communication

Personalized sales communication helps you break the ice with your prospects sooner and achieve better results. Tailor your communication to match the prospect's preferences and sales cycle position and see them warm up to you sooner.

What does this all mean? You can trim the time you spend following up on your leads, and make the time you spend on them far more productive. You'll know when to approach a prospect, how to approach them, and give them less reason to jump to the competition.



Did you know?

Personalized emails that include the recipient's first name in the subject line have higher open rates.



Source: Retention Science



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