



How to handle internet sales leads

Introduction

The aim of this document is to make your experience of using 3rd party internet generated leads as smooth as possible. The basic principles of how they are generated, how you should deal with them and the different types of internet leads. We aim to be open and honest at all times. This is not a completely unbiased document; we are after all aiming to make profit from lead generation, just as you want to make profit from the sales leads you appoint & pitch. At the back of the document we will show the growth in internet searches, the growth in access to the web and the change in the markets that make internet leads, the fastest growing source of quality sales leads in the UK.

This is not a contract. To become a member of the leads 2 trade “Trusted Local Suppliers” network you need to complete a contract application. These can be obtained by calling **0161 443 0028** or visiting <http://www.leads2trade.co.uk>

You may already be a user of internet sales leads, or you may be wavering on the purchase of your first batch. Either way there are ways to deal with internet leads that can make them a real asset to your business.

This document is meant to assist you in gaining the most from your sales leads.

Where do my leads come from?

Internet sales leads are “passive leads”.

This is nonsense, never can a description be used in a more inappropriate manner to describe something. Passive literally means “not participating within an activity”. Let us understand what has had to happen to the lead before it arrives with you.

You are dealing with consumers who are IT literate & know how to use a computer; they know how to surf the web to find information on products. Lets list the actions **undertaken by a consumer** before you receive an internet lead from leads 2 trade.

- The consumer types a search term (ie window quotes Manchester) into a search engine such as Google or Yahoo.
- They are displayed a list of suppliers of window quotes Manchester by the search engine.
- They click on the advert that appeals to them and is the closest match to their requirements.
- They are directed to the web site from the advertised link.
- They look at the information on the web site and if they like the information they see, they submit their details onto the web site. At this point they may STILL just be searching for information.
- The consumers details’ are now logged within the admin area of the leads 2 trade website.
- They receive a telephone call from the leads 2 trade call centre to acknowledge receipt of their enquiry.
- The leads 2 trade call centre qualify the enquiry to meet the following criteria
 - They are the owners of the property
 - All the contact details are correct
 - The nature of the enquiry
 - They are looking to purchase the windows, doors or conservatory within the next 3 months
 - The preferred contact number & time are established
 - They want a no obligation quote

Only after this process is completed, is the lead considered qualified and released to you as a sales lead. This process can not be described as passive. It is stringent and is undertaken every time an enquiry comes to leads 2 trade. The consumer has initiated the process and is now an active part of it. As part of the contact with leads 2 trade the consumer knows the name of the companies that will be telephoning him to make an appointment. He is also expecting the calls within the next 48 hours.

From all the enquiries that come into leads 2 trade; only 4 out of 10 make it to you. 6 out of every 10 do not meet the strict criteria we apply and never become a sales lead. You will never see these, we do not send out brochure requests, we do not send out people who have filled in their details just to gain extra information, without wanting to see a company. We only send you people details who want products, and who want a no obligation quote.

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first rule of Leads 2 trade Internet Leads

The consumer has initiated the process, they want to buy

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Leads 2 Trade Information

Leads 2 Trade own and operate the “Trusted Local Suppliers” group of web sites. There are over 40 different web sites generating 1000’s of double qualified sales leads every month.

How do I deal with them?

You have to act quickly when you receive a sales lead

Now you know the process's undertaken before you receive a lead we need to look at how you respond to the lead. From above we know that the consumer has had several points of contact with leads 2 trade to get to the stage of wanting window, doors or conservator companies to contact them to provide a quotation. How you deal with this sales lead will be critical to how the consumer perceives your company.

We try to give you a wide window of 48 hours to contact the consumer. The reality is that your contact needs to be much faster. Consider any enquiries you make on the web, would you wait 2 days for a response? Of course you wouldn't the internet is a right here right now environment, if you search for information on the web you want to find it now not tomorrow.

You need to contact the lead as soon as you receive it for the best response. Every leads 2 trade lead has details from the customer care person that has spoken to the consumer. It will tell you the best time to call them if for example they are at work and can't take personal calls, and the best number to call them on. You must follow up quickly or your competitors will beat you to it.

Consider the following scenario, the consumer is happy to receive a call at any time on the number he has left. He is expecting a call from ABC windows, Bobs windows and Always late windows. Within minutes of going onto the leads 2 trade websites he has had a discussion with customer care who have qualified his requirements and explained how the process works and he has been contacted by ABC windows and Bobs windows within an hour to book an appointment. He is feeling really good about the service and looking forward to his new windows going into his house. 2 days later Always late windows call him to book an appointment, apologise for the time it has taken them, make some excuse about trying him several times but never being able to get hold of him, and looking for a time to go and see him. Now the experience is not so good, are they going to be the same when they are fitting his windows, is it worth making an appointment with them at all or just stick with the two companies that he feels good about? Always late windows are already fighting an uphill battle in the mind of the consumer before they even meet him.

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second rule of Leads 2 trade Internet Leads

The consumer expects you to make contact quickly

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Leads 2 Trade Information

Leads 2 trade qualify every sales lead before sending it to you. Our average sit rate from leads is over 80%.

How do I introduce myself to the consumer?

The best way to introduce yourself to the consumer

Your sales lead has come off the fax machine, via email and / or SMS and you want to get right on it. How do you introduce yourself? This is the second major stumbling block to you successfully using your leads 2 trade leads. Even the most professional companies come unstuck here so at the risk of teaching you to suck eggs, lets set up an opening line that will gain you success.

First we need to understand what the consumer is expecting. He has spoken to the leads 2 trade call centre and knows who will be calling him. He wants free no obligation quotes, he has had to do a lot of the leg work to get to this point and is now feeling pretty good about himself. He has found the supplier on the web and he is in control of the process. You call him and start as follows:

Hi is that Mr Smith?..... I have got your information off the internet.....

You might as well throw your lead in the bin, the consumer is now worried that his details have been sent all over cyber space and he is going to be inundated with unknown people at all times of day or night. The whole service is now unstable. In the mind of Mr Smith he has gone from being in control of the process to not knowing what is going on, you are likely to get a frosty response. Now lets try a different opening line:

Hello is that Mr Smith?...my name is Alan from ABC windows..i have been asked to call you by Steve at trusted local suppliers to make an appointment to give you a free no obligation quotation for your windows enquiry.....

Now Mr Smith feels even better about himself, he is still in control of the process and it is happening exactly as he understood it would. You are in.

Every leads 2 trade lead will tell you which web site it came from, the time the consumer submitted their enquiry, exactly what the consumer wants and which customer care operator has spoken to him, you need to use this information to your own advantage. Mr Smith even knows who is going to call him so introduce yourself.

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third rule of Leads 2 trade Internet Leads

Introduce yourself properly, the consumer is expecting your call

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Leads 2 Trade Information

Over 60% of consumers who meet the qualification criteria for a lead purchase windows, doors & conservatories within 3 months.

Is every internet lead the same?

You get what you pay for in life, internet leads are just the same

There are several sources of internet sales leads. Whilst there are slight differences in every internet sales lead there are some basic differences you need to be aware of.

Qualified sales leads.

These have been qualified by tele sales staff to make sure they meet specific and stringent requirements. Leads 2 trade use the following criteria to qualify a sales lead.

- They are the home owner
- All the contact details are correct
- The exact nature of the enquiry
- Their requirement is within the next 3 months
- They want a no obligation quote

Not every qualified lead meets these stringent criteria so you need to check you are getting what you pay for if you are buying qualified sales leads.

Unqualified sales leads

Here at leads 2 trade we would call these enquiries not sales leads. These are basically requests for brochures, or people who have inputted their details onto a sign up page or pop up box on a web site to gain information. These are the type of enquiries that we place into our call centre to qualify against the criteria above. Leads 2 trade throw 6 out of 10 enquiries into the bin, they have wrong numbers, false names, sketchy contact details or were just browsing to get speculative prices. Only 4 out of 10 enquiries make it to become a qualified sales lead. This type of lead does not go through a call centre and is despatched directly from the web site enquiry without any intervention. Beware people who claim to qualify things automatically on the web site, you can only qualify data fields not the actual requirement for products.

These type of leads are cheaper to buy initially but will convert at around 5:1 so you have to multiply the cost by 5 to get a true price of a lead. If you do not have access to a call centre these leads are probably not for you.

Affiliate sales leads

These are specialist sales leads that come from web sites that generate huge traffic volumes from some associated product. They are cheap with a very limited conversion to a sales lead. This type of lead is more akin to buying data to process yourself. Again unless you have access to a call centre these leads are probably not for you.

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fourth rule of Leads 2 trade Internet Leads

If a lead is not double qualified, the consumer may not want your call at all

How does the price of a sales lead compare to printed media?

Over the years I have used newspaper or Yellow pages ads, how do these leads compare?

Quite simply put they do not compare. You only pay for an internet lead when you get it, if you do not get any leads you do not pay any money. If you have spent money on newspaper ads you will have seen them dwindling down to no more than a trickle. Surprisingly the price of the advert does not get cheaper.

There are many very reputable forms of printed media and it is not leads 2 trade's place to knock this type of lead generator, but you may as well stick your money on the 3.40 at Haydock Park. You might win or you might not in the same way you might get some leads from the news paper or you might not, you will of course still have paid for the advert.

Research shows the number of people who read newspapers is dwindling, in fact many people prefer to use the internet and television for news, they are never exposed to news print at all, so check the circulation figures for yourself.

The basic facts are simple, if you buy 10 leads from leads 2 trade you get 10 leads, you do not have to pay your money and then hope your phone rings.



Leads 2 Trade Information

Most companies show the cost to acquire a sales lead from traditional newspapers, yellow pages, tele canvas or door canvas at between £80 and £150 each.

Are internet leads any good?

What generates your business, good leads or good salesmen?

The obvious answer is both. The real question is what do you expect an internet lead to be?

Leads 2 trade double qualify every lead, that means the consumer has made a conscious decision to search for a supplier on the web. They have found one of our web sites and entered their details. Telesales have called them and confirmed their requirements against our criteria of

- They are the home owner
- All the contact details are correct
- The exact nature of the enquiry
- Their requirement is within the next 3 months
- They want a no obligation quote

If a lead meets all the criteria it is sent to you straight from our system via fax, SMS and /or email. We only send it out 3 times and we tell the consumer who will be calling them. You telephone the consumer introduce yourself as we have shown in this document and book the sales call. It's that simple.

Now for the tough love, every lead is the same, it is qualified in the same way, to the same criteria by the same call centre staff. How can some be great leads and some not?

The only thing that changes from lead to lead is the speed with which it is contacted and the manner of the contact. In effect you cannot change the quality of the lead but you can change the quality of the consumer's expectation of you. The only difference between leads (apart from the obvious in product requirement) is what you do with it and how quickly and professionally you do it.

Basically you have a consumer who is looking for a supplier, internet leads connect you and the consumer the same as any other lead, they are no better or no worse than any lead source, they are more predictable in that you get the number you pay for, and the consumer knows who will be calling them.

I have used tele can leads for years, internet leads are not the same

This is correct, internet leads are generated by a consumer looking for a supplier, tele can is generated by a cold call to an unsuspecting consumer who is talked into letting a salesman come to see them. As a consumer which one would you prefer, a sales visit you have initiated or a sales visit the supplier has initiated.

The same applies to all so called pro active lead sources.

We are competing against 2 other companies, its not like the paper leads

Wrong, the only time you are likely to be in a non competing situation is on a referral and even then its not guaranteed. Every other source of lead is always open to competition, the newspapers and directories are full of competing product suppliers, research shows that the optimum number of quotes is 3 for a consumer. It allows them to select what they see as the best value for money.

And now for the tough love, the internet stops bullshit !

I am not suggesting for a minute that you would ever tolerate that kind of selling. But this industry has had its fair share of people prepared to stretch the truth in the past.

This is the main reason some sales people don't like internet sales leads. The internet is changing the way people buy products, and some sales people are struggling to keep up with the new era.

Consumers can get information on almost any subject within seconds by using the internet. In the old days sales people always had more information than the consumer, this is technically known as "information asymmetry" one party (the seller) always had more information than the other (the buyer) this is how prices are kept high and in some unfortunate cases why the consumer was misled. A claim to have the most secure locks in the industry can be checked straight away, easily.

The internet changes all this, any claim made for your products can be checked out in seconds on the search engines, same for your competitors, so there is no room for bullshit anymore.

This is not bad news, a new era of well informed customers want you to sell them the benefits of your product and service. Good companies can only benefit whilst the rogue element will fail. It's a win- win for the consumer and the industry.

To summarise

- 1. The consumer initiates the activity, and requests your visit***
- 2. You only receive double qualified Leads***
- 3. You need to react to them quickly***
- 4. You need to introduce yourself correctly***
- 5. You only pay for leads you get***
- 6. Internet leads are as good as any other source***
- 7. In the future internet lead volumes will grow faster than any other source***
- 8. Internet leads are cheaper than any other source***

Leads 2 trade will send you details of consumers who want product within 3 months, we will give you all the details you need to get yourself in front of the consumer....the rest is up to you! Good luck.

Internet facts

It may be hard to believe but the internet is taking over every facet of marketing. FACT!

So who are you exposed to?

An estimated 13.9 million households (57 per cent) in Great Britain could access the Internet from home between January and April 2006. This is an increase of 2.9 million households (26 per cent) since 2002, and 0.6 million (5 per cent) over the last year. (National Statistics Omnibus Survey 2006)

In total 40 per cent of UK households were estimated to have broadband Internet access between January and April. This was an increase from the 28 per cent recorded for GB in 2005. (National Statistics Omnibus Survey 2006)

The percentage of internet users who use search engines on a typical day has increased from about one third of all users in 2002 to 49% (pew internet and American life project)

Using the internet has overtaken watching TV as the UK's favourite activity. According to research by TNS & Google a typical user spends 164 minutes a day on the internet & 148 minutes watching television.

The most common place to access the Internet was the home (85 per cent), while nearly half (46 per cent) of adults accessed from a place of work. The data show that individuals tended to access the Internet at more than one location. (National Statistics Omnibus Survey 2006)

The number of internet searches for windows, doors or conservatories in the UK is 800,000 every month.

Isn't the internet mostly for kids?

The higher an individual's income, the more likely he or she is to have accessed the Internet. Fifty one per cent of adults with an income of £10,400 or less had never used the Internet. In contrast, 93 per cent with an income of £36,400 or more had used the Internet. (National Statistics Omnibus Survey 2006)

'Silver surfers' also account for an increasing amount of internet use with nearly 30%

Of total time spent on the internet accounted for by over-50s

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I have never bought anything on the internet

The most popular activity on the Internet was searching for information about goods or services (84 per cent). This was carried out more by men (88 per cent) than women (79 per cent). (National Statistics Omnibus Survey 2006)

Forty four per cent of adults had purchased goods or services over the Internet. Of these, 79 per cent had purchased within the last 3 months, with a higher percentage of men (81 per cent) than women (77 per cent) having done so. (National Statistics Omnibus Survey 2006)