

How To Increase Your Inbound Conversions





Who is this guide for?

This guide is ideal for anyone in B2B sales or marketing responsible for inbound leads. Use it to decrease lead dropout at funnel entry and bring prospects into the discovery phase.



How to tell if I need help?

If none of your inbound leads are turning into appointments, then it should be obvious. If some leads convert but at less than 15-35%, then you have lots of room for improvement.



Are my leads qualified?

Review your leads to see if you're attracting the right prospects. If the right ICPs (**I**deal **C**lient **P**rofiles) are coming into your funnel, then verify if the sales team's messaging is relevant and that follow-ups are being done in a timely manner.

ICP Target Correction

If the **wrong** leads are coming into the funnel, sales and marketing should share feedback and data to establish the following:

- Is the ICP accurate?
 - Why are the wrong people being attracted?
 - What adjustments are needed to get the sales team talking to the right people?
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Fixing Inbound Sales Issues

The next few slides are dedicated to fixing inbound sales issues when you have the **right** ICP targeting. You'll see proven practices for:

- Converting inbound email leads.
 - Converting inbound web leads.
 - Converting inbound leads over the phone.
 - Correcting faulty follow-up cadences.
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Subject: Information on (Specify Service) - As Requested

Body:

Hi (Contact Name),

Thanks for contacting us about (Specify Service)! (Insert sentence confirming what you know about their company, and why you might be the right partner to fulfill their needs).

When are you available for a 15-minute call to discuss additional details? If it's easier for you, please feel free to book a time using my calendar link below:

(Calendar Link)

I look forward to speaking with you!

[Your Signature]

Converting inbound web leads.

Use this template to engage
inbound web leads and get them to
book a discovery call.





Response to Inbound Message from Email Campaign

Hi (Contact Name),

Definitely, I'm happy to share the info you've requested.
(Acknowledge their specific reply and include a brief note showing you've researched them or their company, and why you might be the right partner to fulfill their needs).

When are you available for a 15-minute call to discuss additional details? If it's easier for you, please feel free to book a time using my calendar link below:

(Calendar Link)

I look forward to speaking with you!

[Your Signature]

Converting inbound email leads.

Use this template to engage
inbound email leads and get them
to book a discovery call.





Greeting: Hi (Contact Name), this is (Your Name) with (Your Company). I'll be the one helping you with your inquiry about (X).

Qualification: Do you mind if I ask you a few quick questions to ensure I provide you with the right information?

Ask prospect to confirm the nature of their issue and ask the necessary qualifying questions before discussing the next step.

If they're a good fit: (Contact Name), based on what you've described, I do believe we can help you to (Achieve Desired Outcome). The next step would be to have you speak with consultant who can discuss your issues and possible solutions with you in depth. Are you available on (Offer Two Different Days and Times)?

Set Appointment.

If they're not good fit: (Contact Name), thanks for sharing that information. At this time, I don't believe we have the right solution to solve your issue. I do wish you luck and would be glad to speak again in the future!

Converting inbound leads by phone.

Use this call script to engage inbound leads over the phone and get them to book a discovery call.

Fixing Follow Up Cadence Issues

If inbound leads aren't being followed up with quickly or frequently enough, they might go elsewhere. Look at your lead activity and ensure that:

- New leads are being followed up with as quickly as possible. Ideally, in less than 24 hours.
- After the initial follow up, ensure that leads are being contacted at least every 2-3 business days.
- Use multiple follow methods regardless of the inbound channel, including phone, email, and texting.
- Place unresponsive leads into a nurturing campaign



Questions?

Feel free to reach out:

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