

4 DAY LEAD GENERATION CHALLENGE

DAY #4: HOW TO FOLLOW UP ON QUALIFIED LEADS

25 years ago, at the dawn of the internet age, there were 468,000 small businesses in the UK. Now, there are 3.9m. That means there are 10 times the number of people competing in the same market place you are.

Lead generation isn't about "getting ALL OF THE LEADS" – quite often I see clients who are not struggling to get leads. The reason their business is struggling to grow is because they don't have the right systems and processes in place to follow up on those leads with consistency.

FOLLOWING UP ON LEADS IS VITAL – It's a part of marketing!

You need systems and automation to follow up on leads consistently. I mainly use three tools to organize my sales flow when leads come in.

One is used to follow up on new connections (Linked Helper). Then I use Insightly once I've created an inbound lead. And finally Zapier to remove time consuming tasks. **I recommend watching the video and then downloading the trial of each tool and having a play with it.**

The logo for Insightly, with the word "insightly" in a lowercase, orange, cursive-style font.The logo for Zapier, with the word "zapier" in a lowercase, orange, sans-serif font, featuring a small orange asterisk above the 'i'.