
# BEST PRACTICES
## (VERSION -3)

**Here are a few important points to follow for better lead management and higher conversion rates:**

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# Prospect Engagement System

## Not Interested

**Identify Specific Objections:** Understand why a lead is not interested, like budget, timing, or confusion about the offering. This will help you respond in a way that directly addresses their concerns.

**Re-engagement Opportunity:** Use the insights from the lead's concerns to create personalized follow-up strategies that directly address their needs. This approach increases the chances of re-engaging them effectively.

## Not Lifting

**Alternative Contact Methods:** If a call goes unanswered, try reaching out through alternative methods like WhatsApp, email, or social media platforms such as Instagram and LinkedIn. This helps ensure multiple touchpoints to connect with the lead.

**Adjust Call Timing:** Reach out to leads during the most effective hours, based on past response trends, to improve your chances of a successful connection. Calling after office hours often results in a better conversation rate.

## Call Back:

**Honor Callback Requests Promptly:** Please ensure that all callback requests are honored promptly, adhering to the agreed-upon timeframe. Set reminders in the phone, email, or CRM to stay on track and maintain lead interest. All property inquiries should be entered into the CRM, regardless of whether they pertain to the current project being discussed.

**Update Call Status:** Please update the call status in the CRM after each follow-up, noting the outcome and any next steps required to ensure proper lead tracking. This helps us stay organized and take timely action on each lead.

**Feedback Not Updated:** Complete Feedback for Accuracy: Ensure all feedback fields are completed to maintain a detailed and actionable record of each lead.

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**Avoid Follow-Up Delays:** Updating feedback right away keeps follow-ups smooth and prevents delays. Complete records help us stay on top of leads and respond effectively. A client should be contacted a minimum of 8 to 12 times before classifying the lead as a Dead Lead.

## Call Attempts:

**Multiple Attempts Required:**
Make at least three call attempts at different times of the day to maximize your chances of reaching the lead.
If they don't answer, leave a courteous message to maintain the connection and show your interest in understanding their needs.

**Record Each Attempt:** Keep a record of each call attempt to track our efforts and see what times work best.
This helps us refine our approach and improve our chances of connecting in the future.

## Important Reminder:

**Prompt First Contact:**
Contact new leads within 10-20 minutes to engage them while their interest is still high. Quick responses show attentiveness and help build a strong first impression.

**Minimize Interest Drop-Offs:**
Respond promptly to avoid losing the lead's interest, as delays can cause them to forget or lose enthusiasm. Quick follow-ups help keep them engaged and improve our chances of conversion.

## Conversion Ratio:

**Aim for Standard Benchmarks:** Aim to reach a 30% interest rate from every 100 leads, which should lead to around three conversions. This target helps us measure success and guides our efforts toward consistent improvement.

**Enhance with Consistency:** Regular, timely follow-ups help keep leads engaged and can boost our conversion rates above standard goals. Staying consistent shows dedication and increases our chances of success.

However, with consistent follow-ups and timely engagement, these numbers will increase. Let's stay persistent to maximize our results!

# Social Media Best Practices :

**Best Practices for Social Media Success**

**Consistent Engagement:**

- Employees should actively interact with company posts by liking, commenting, and sharing.
- This amplifies content visibility, making it more likely to reach a larger audience.
- Consistency ensures the company stays relevant and top-of-mind across platforms.

**Content Creation :**

- Encourage employees to craft authentic posts or stories highlighting their experiences with the company.
- Personal touches in posts make the content relatable and genuine.
- A variety of perspectives helps showcase the brand's diverse culture and strengths.

**Active Participation :**

- Engage employees in online polls, webinars, and discussions to make them active contributors.
- Their involvement demonstrates the company's inclusivity and proactive culture.
- Employees' insights and inputs add value to content and discussions.

**Recognition and Incentives :**

- Introduce a points-based reward system to encourage consistent participation.
- Recognize top contributors publicly to motivate others.
- Incentives like gift cards or professional perks enhance participation rates.

*Let's work together to keep the momentum going and increase our conversion rates.*
*Thanks!*

## How It Benefits Clients:

**Enhanced Brand Visibility:**

- Employees act as brand advocates, extending the company's reach across their personal and professional circles.
- A larger audience means more opportunities to connect with potential customers.

**Improved Credibility :**

- Employee-generated content is perceived as more trustworthy and authentic than traditional corporate posts.
- This fosters a deeper connection with potential clients, leading to stronger relationships.

**Cost-Efficient Marketing :**

- Utilizing in-house talent reduces reliance on expensive external campaigns or influencers.
- Clients benefit from optimized marketing budgets and higher ROI.

**Increased Lead Generation :**

- Employees' networks create a wider funnel for lead generation.
- Consistent engagement helps attract and nurture potential clients organically.

**Stronger Community Building :**

- Regular involvement from employees fosters a sense of community that resonates with customers.
- Clients experience increased customer loyalty due to the strong, trust-filled brand community.

**Conclusion :**

This strategy aligns the company's goals with employees' efforts, creating a unified and authentic social media presence. The resulting win-win situation boosts in-house morale and ensures greater client satisfaction through a powerful, cost-effective approach.

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*Thanks!*

**Engagement Channels for Employee Participation**

**Like, Share, Comment:**

- Simple interactions like liking and sharing posts create a ripple effect that widens content visibility.
- Comments from employees add personality and engagement to the company's posts.

**Blogging and Thought Leadership :**

- Encourage employees to write blogs or articles sharing their insights or experiences.
- Thoughtful content positions the brand as a knowledgeable and trustworthy entity.

**Stories and Status Updates :**

- Employees can share day-to-day highlights, behind-the-scenes glimpses, or key achievements in Instagram Stories, LinkedIn updates, or WhatsApp statuses.
- These relatable snippets humanize the brand and increase audience interaction.

**Collaborative Posts :**

- Co-create content with employees, such as interviews, team highlights, or celebratory posts.
- This showcases the collaborative spirit and reinforces the brand's identity

**WhatsApp Channel Access for Marketing :**

- The WhatsApp broadcast channel should be managed directly by the client or access should be granted to the Dezign Shark digital marketing team for seamless operations.

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*Thanks!*

# Client SM Link Sharing

| Best Practice | Description | Purpose |
|---|---|---|
| Timely Sharing | Employees should promptly share client social media links within designated internal groups as soon as they are published. | Ensures immediate engagement and wider reach for client content. |
| Active Engagement | Team members must interact (like, comment, share) with client posts professionally and meaningfully. | Enhances visibility and credibility of client brands. |
| Content Compliance | All shared links and interactions must align with the client's branding guidelines and company policies. | Maintains brand consistency and professional standards. |

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***NOTE*** Additionally, please ensure that the sheet is updated regularly for clear and actionable lead feedback.***

***Keep the lead feedback rolling – clear, snappy, and actionable!***

***Disclaimers ******

- ***Sales is a Client End Function with complete ownership from the client's end.***