

5 Ways to Turn More Leads Into Clients

Looking to convert more leads into customers? Here are five tips to help you score points with a client and gain the advantage to win the project.

TIP 1

Design to Impress

Everything your clients see should look as professional as possible. To take your [proposals](#) or [estimates](#) to the next level, add product images and your company's branding alongside your usual info for an easily digestible document with added eye-candy.

TIP 2

Tout Convenience

The more online options you can offer, the better. Houzz Pro lets you offer online approvals for all documents, plans, and designs. And the [CRM tool](#) saves all client information to one central hub, so you can access leads from anywhere.

TIP 3

Talk Up Speed and Accuracy

For builders and designers, Houzz Pro's [Takeoffs tool](#) lets you quickly and accurately measure and mark up your plans right on screen. You can also speed-track presenting, tracking, invoicing, and more.

TIP 4

Commit to Communication

Houzz Pro's [Client Dashboard](#) is like command central for communications. You can also keep clients in the loop by sharing project daily logs which include a project schedule and lets clients find out what's going on without texting or calling your line.

TIP 5

Offer Online Payment Options

Offering the flexibility and ease of [Online Payments](#) is a sure-fire strategic advantage when it comes to turning leads into clients. And Houzz Pro has you covered here, too. Accept deposits, bill payments, and send invoices all online.

BONUS TIP

Track Your Success Rate

Tracking your quote to project ratio helps you spot trends and identify your top project types, so you can target those more in the future. In fact, regularly dipping into [insights and analytics](#) can help you boost business performance overall!