
4 Mistakes to Avoid When Following Up on Leads

Four pros on Houzz share what they've learned from past pitfalls to help them close more leads and gain new projects

So you've been contacted by a potential client and might even have sent off a proposal or quote, but how should you take the next step to secure the job? We asked three professionals on Houzz to share some of the mistakes they've made in the past when following up on leads and what they've learned from them.

MISTAKE 1

Leaving it too long

It's a good idea to contact a potential client earlier rather than later

"In the past, I haven't always been able to contact leads immediately," Naomi Starr says. "It's very rare for me to convert a lead or enquiry if I haven't contacted them on the same day or the day after."

SOLUTION:

Set a standard quick response time

InsideSales research shows that 30% to 50% of sales go to the vendor who responds first. By creating a culture of urgent response timing, you'll be setting the bar high for competition. "What I usually do is, as soon as I get the lead, I will call that person immediately, because I know that they're engaged, they're in front of their smartphone or their computer, and they must have their phone with them," Taghi Shaw of Waze Development says.

Houzz Pro management software has a lead follow-up tool. This is a handy way to help you track, manage and communicate with potential clients.

MISTAKE 2

Following up just once

Did you know that 44% of salespeople give up after the first follow-up (Scripted, 2021)? Yet it typically takes an average of five attempts to win a project.

SOLUTION:

Plan a follow-up schedule

The timing of follow-ups has to be consistent, which is why many people use software systems to keep them on track. "I love that I have created templates inside of Houzz Pro to address every client as they're reaching out," designer John McClain says. "I also love that Houzz Pro reminds me to follow up. It's almost like a personal assistant."

MISTAKE 3

Avoiding phone conversations

Don't underestimate the value of real conversations as part of your lead follow-up strategy.

"I've often used a message or email if I've been short on time in the past, but I find a phone call the most effective point of contact when converting leads," Naomi says. "A conversation is a powerful tool to find out more about the services the client may require and details about the potential project."

SOLUTION:

Communicate through a variety of channels

When it comes to getting a prospect's attention, nothing beats a phone call. It's a great way to immediately answer questions, while also giving prospects a chance to hear your voice. While you might need to use emails, or Houzz Pro software for a professional quote, if you don't hear back after several messages, it's probably time to pick up the phone.

Houzz Pro also allows clients to schedule video calls with you and can be linked to your calendar

MISTAKE 4

Being too salesy

Don't underestimate the value of real conversations as part of your lead follow-up strategy.

Don't assume you have to overtly market your business all the time. Instead, think about how you can build a relationship with someone who will eventually become a valued customer. As you build the relationship, remember to stay professional and avoid industry jargon.

SOLUTION:

Polish what you say and ask questions

A good way to ensure that you're seeking the right information and showing clients you value their input is to prepare a list of open-ended questions before each meeting. You want your queries to require clients to think and explain.

"The best piece of advice I've been given is to just ask and listen," Sophie says. "If you can help with their problem, let them know and they'll ask you to come out naturally to perform your talents."

Want more help with managing your leads? Houzz Pro can help you to:

- Organise and manage your leads from any source
- Move them from one stage to the next
- Snooze your leads to contact them at a later date
- Contact them with emails and share photos or file