

SUMMARY

- There are lots of leads generated in the initial stage(top)but few of them only come as paying customers from the bottom.
- In the middle stage, you need to nurture the potential leads well(i.e educating the leads about the product, constantly communicating etc.) in order to get a higher lead conversion.
- First sort out the best prospects from the leads generated.
- ‘Total Visits’, ‘Total Time Spent on Website’, ‘Page Views Per Visit ‘which contribute most towards the probability of a lead getting converted.
- Then keep a list of leads handy so that we can perform them about new courses, services, job offers and future higher studies.
- Monitor each lead carefully so that the tailor the information send to them .
- Carefully provide job offerings , information or courses that suit best according to the interest of the leads.
- A proper plan to chart the needs of each lead will go a long way to capture the leads ads prospects.
- Focus on Converted leads
- Hold the question-answer session with lead to extract the right information about them.
- Make further inquiry and appointments with the lead to determine their intentions and mentality to join the courses.