

Summery

In the beginning there were lots of leads generated at the initial stage but only few come out as prospect leads who have done the payment . In the middle stage you need to nurture the lead well where you can educate the client , proper follow up with the lead that is in the funnel. First sort out the lead best prospect lead from the leads you have generated . “total visit” , total time spent on website,page views per visit which contribute most towards the a prospect get converted for actual business.you must Inform the existing leads about new courses,services,jobs offered, and future higher studies. Monitor each lead carefully so that you can provide the information tothem. Provide accuracy while giving information to the lead in terms of new implementation, and job offers which suit according to their best interest. Focus on lead conversation, understand which lead will convert today of many and work on them rigorously. Prepare a question in order to understand the exact product you can recommend to the prospect lead.make further inquiries and appointments with the leads to determine their intention and mentality to join online courses.