

## Summary

While the first step generates a large number of leads, the second stage converts a small number of leads into paying customers.

You need to effectively nurture potential leads in the middle stages of the lead generation process to increase lead conversion (for example, by educating leads on products and maintaining ongoing communication).

First, we need to go through the leads we have collected and find the best prospects.

The three factors that most affect a lead's likelihood of conversion are

- total visits,
- total time spent on site,
- page views per visit.

Next, you should have a list of leads on hand so you can alert them to new programs, services, employment opportunities, and upcoming training courses.

Each lead should be carefully monitored so that you can customize the information you provide to them.

Carefully source job opportunities, information or courses that best match the interests of prospective clients.

A good plan to map out the needs of each prospect goes a long way in converting them into potential customers.

should be focused on converted leads.

Host Q&A sessions with your prospects to extract the right information you need about them.

Further inquiries and bookings are made with prospects to determine their intentions and mindset for taking online courses.

We need to focus on leads that have already been converted.

Q&A sessions with leads help you get the key information you need about them.

Further inquiries and/or visits must be made to prospects to determine if they would like to enroll in an online course.

You must maintain a list of prospective clients so that you can inform them of new programs, services, employment opportunities and upcoming higher education.

To customize information, give each lead her and monitor each one closely.

Offer carefully curated job opportunities, information, or educational opportunities based on your prospects' areas of interest.

Turning prospects into leads requires developing a solid plan outlining each prospect's needs. Focus on converted leads.

Conduct Q&A sessions with your prospects to get the accurate information you need about them.

Identify preferences and mindsets of leads enrolling in online courses and schedule additional interviews and appointments.

All these conclusions from the output of the logistic model will help your sales team generate more leads that ultimately convert.