SUMMARY

Many leads are getting generated in the beginning but only a few are getting converted. As we can see in the analysis, we need to pursue the leads generated like explaining them about our product, following up with them cleverly, being honest with the, building the trust, letting them know about their needs etc. We need to first sort our lead on the basis of total visits, total time spent on website and page views per visit which will make out most of the probability of the leads being generated. We also have kept the list updated about our new courses, services and if any job offers are there or there are chances for higher studies. All the information has to be carefully provided to the leads generated after getting to know what can be pitched to them. A proper way is to note down the needs and interests of the lead and then suggest/advise him the best option to positively capture the lead. Question answers help in clearing the minute confusions of the lead about your product. He should be given the right information at the right time. Further follow-up is required to determine the intention and the will of the lead.