

Grow Your Practice In 5 Days

DAY 5 - TUTORIAL #9

ONE PAGE ACTION PLAN

#9: SALES CONVERSION

STEP 1: Look at your existing 'system' for converting enquiries into clients. How many steps do you have?

STEP 2: Now you're looking to build in **7 or more POSITIVE contacts** as part of your sales conversion system. The first one is the answering of the incoming phone call (or e-mail, etc) from the enquiry. The last is the face-to-face meeting. You need 5 more (at least)! Incidentally your meeting should in itself be a mini-system.

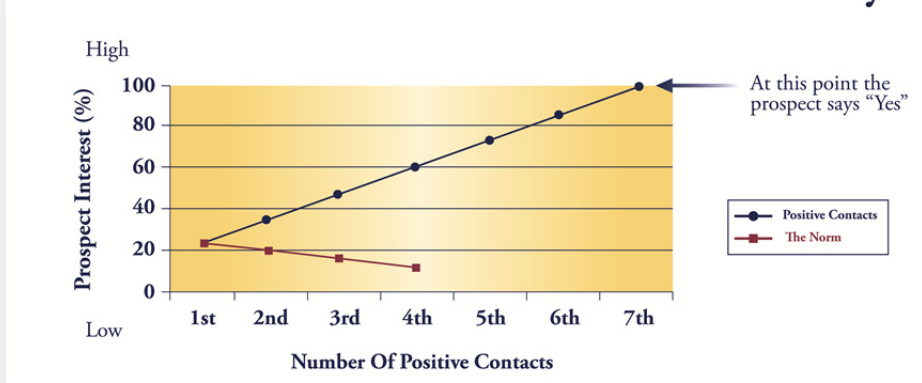
STEP 3: Think carefully about how to make each point of contact as positive as possible. What can you do to make the prospective client think 'wow this firm is amazing'?

STEP 4: Implement your sales conversion system into your firm making sure all partners/directors who meet with potential clients fully understand and apply the system too.



Implementing your own sales conversion system is one of the smartest things you can do. It costs you absolutely nothing to apply, however the results are instant!

The Effect Of Positive Contacts In The Sales Cycle



Your sales conversion system should have at least 7 points of contact (letter, email, meeting, telephone, etc.).

