PTL 3.0 Convert Lead To Contact

Objective ➤ Build contact information, and build relationship with this contact, convincing them we are the best choice.

Procedure

1. Review the 3.0 checklist, have sample dialog and an agenda determined before calling the contact.

2. Gather basic info on lead, perhaps you can research the lead further over the internet.

3. Make initial contact. Phone call preferred, but email is sometimes a workable option.

4. Make inquiries on upcoming projects and cast stone needs.

5. Get the lead the marketing materials that will best convince them that SL would be the best choice to meet their needs

6. Consider ending the conversation with an offering of service, to end it with a proactive impression.

Key Points
- Make Contact.

- Introduce yourself, the company, the products

- Try to start a basic relationship with this person, this is your chance for a good first impression.

- Do they have projects? Do they use, or in the future could they use cast stone?

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Reach out and touch someone. You'll have a long list of people who have probably never heard of Stone Legends. You'll need to capture their interest quickly, so first find out if they actually have a use for cast or cut stone. Ask a few simple questions. They are probably busy, so be succinct, don't waste their time. You should have a basic script for the conversation, in your head if not actually written. Remember, here is where you introduce yourself. If this is a good lead that can be made into a contact, with a project, then you may be speaking to them again. Start your relationship off right.

Here is also where you introduce the company, and our basic product line. Try to find out what pieces of our marketing materials will be appropriate for this customer. Our catalogs and brochures are intended as introductions to Stone Legends and our products.

PTL Outline

PTL 1: Select Target Market

PTL 2: Select Prospects & Match to Campaign

PTL 3: Convert Lead to Contact
>   PTL 3.1   Routing Stage
>   PTL 3.2   ID Requirement
>   PTL 3.3   Set Agenda

PTL 4: Gather Contact Data Details
>   PTL 4.1   Contact Communications
>   PTL 4.2   Contact Follow-Up
>   PTL 4.3   Build Details
>   PTL 4.4   Pre-Associate ID
>   PTL 4.5   Contact Potential

PTL 5: Qualify Project Contacts

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