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PLUGGING THE LEAKS IN YOUR FUNNEL

The key to plugging the leaks in your sales funnel is follow up

The main reason that people drop out of your sales funnel or fall through the cracks is lack of follow up.

Follow up can sound time consuming, especially when you're dealing with potentially hundreds of prospects who need that contact. Who has time?

This is why **automation** is the key.

Most - even basic - contact systems provide for automatic follow up in the form of **email drip campaigns**. This frees your staff to work on *closing sales and serving clients*.

My favorite email service for small business: **MailChimp**.

Click this link for a $30 credit for new subscribers!

It's very affordable (starts at $10/month), and integrates with tons of services to help you set up your future funnel needs!

Start with **ONE campaign** (tied to the ONE funnel you begin with), with a <u>very specific focus</u>.

- Schedule a demo of your product or service
- Discuss one certain objection
- Provide "freemium" type of information and tips

You know your business better than anyone, you need to **teach your prospects** in a non-threatening manner so that they learn about your business as well.

Begin small and build the *sales support structure* to complement the funnel – remember that automation will never fully replace real people working your sales pipeline.
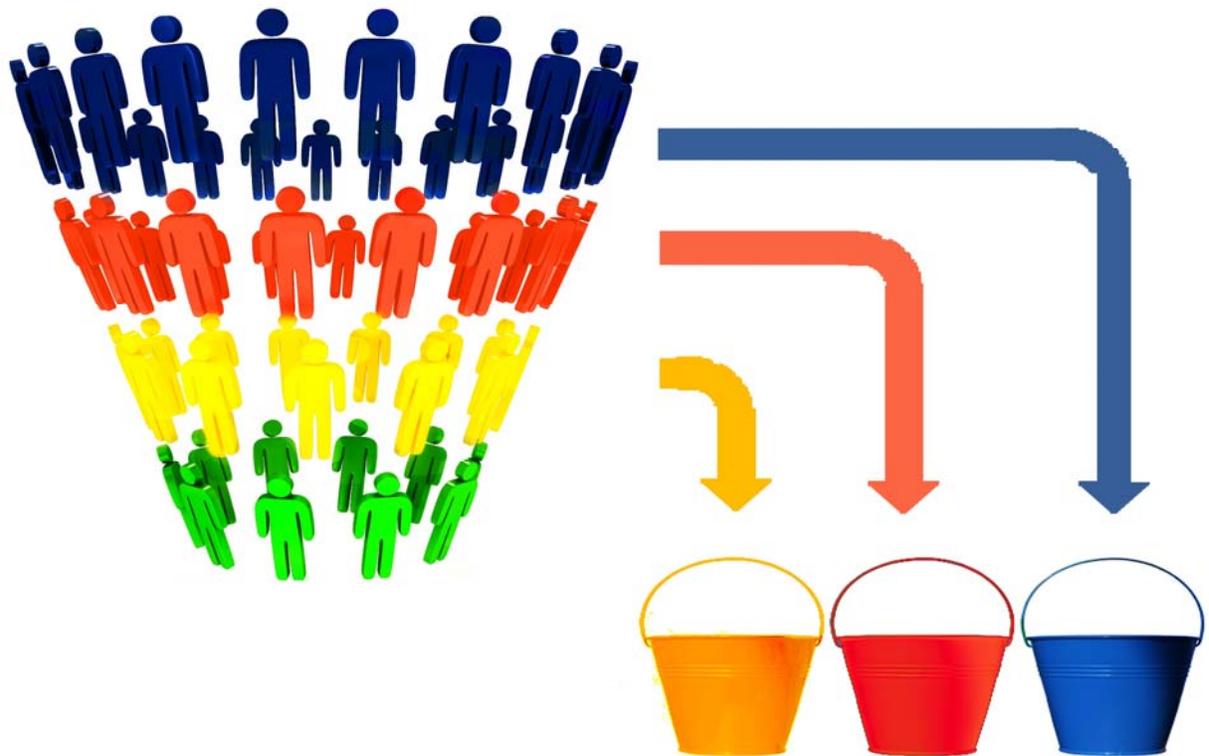
As the image above indicates, your sales automation process **acts as buckets** to catch potentially lost leads, and re-route them back into your sales process.

Let's zoom in on one process (interest) and what a campaign may look like.

Say, for example, that you've identified two major objections that you hear most often from your prospects. You would build two email campaigns, each one-month long, to address each of these objections. Now, when you hear a prospect discussing one of these objections, you can add them to the appropriate email drip campaign and have a powerful tool to carefully address the objection.

Objection 1 campaign	💧	Day 1	Email 1 Address one piece of the objection
	💧	Wait 2 weeks	Email 2 Address another piece of the objection
	💧	Wait 2 weeks	Email 3 Recap the benefits that provide a solution to the client problem and this objection

Objection 2 campaign	💧	Day 1	Email 1 Address one piece of the objection
	💧	Wait 2 weeks	Email 2 Address another piece of the objection
	💧	Wait 2 weeks	Email 3 Recap the benefits that provide a solution to the client problem and this objection

If a prospect mentions both objections, you could add them to both email campaigns – but consider the timing if you do so, unless your CRM has a way to begin a drip at a particular time or day, you could end up with one client getting two emails on the same exact day, which is not effective.

Another way you can use this system is as a **fully integrated drip**. You can include these emails in a full prospect drip campaign that also includes emails outlining benefits, telling how the product or service solves the prospect's problems, etc.