

## Improve Your Closing Ratios with Marketing

On average, it takes 75 cold calls to make one sale to a net new customer.

Recently I was speaking at an event and a sales rep selling training services noted that in her industry the number is closer to 1 in 125. Either way, the numbers are high!

On average, clients see a closing ratio of 1:2 for referred leads and 1:5 for call-ins. Knowing that, wouldn't it be better for everyone to change your sales strategy to focus on increasing referred leads and calls-ins?

How can you get more referrals? As a quick tip: ask for them every day. Most sales people I coach don't have a habit of asking for referrals regularly, nor do they have a referral strategy that is consistently executed. Therefore, most sales reps don't have a consistent flow of referred leads into their business.

How can you increase call-ins? Write. Take some time to write a few quick tip articles that are relevant to your client base and can help them grow their business. If you have convention space at a hotel, write about the "Top 10 Things to Consider When Booking Your Next Convention;" if you sell lawn tractor equipment, try "The Best 5 Ways to Ensure a Healthy Lawn This Summer." The options are endless, and the trade magazines that serve your customer base are hungry for content.

I have found that writing and publishing articles are the best ways to get customers to call you. Why? Because the articles you write define you as an expert in your field and position you as a valuable partner, not just a sales person. The more often your articles appear online or in print, the more relevant you become to your clients and prospects, and the more they will want to do business with you.

Don't wait for your marketing department to write for you. Do it yourself. Start with a five-tip article that focuses in your area. Write out the five points first, and then add a paragraph or two of detail below each. You will end up with a 250-500 word article perfect for publishing. Be sure to send to all the relevant trade publications (online and off) with your contact information and website!

Source: Colleen Francis