



StartUp Needed to Start Conversations

A Case Study

by Mary Jane Copps

The Business Situation

At a boardroom table in an elegant co-working space, I sat with two highly intelligent, focused and energetic founders of Your Land Plan. They were diligent about tracking their metrics on generated leads and outcomes ... and they were feeling very discouraged.

I listened to their story.

They had been successful in building an online marketing campaign that steadily delivered qualified leads. Land owners were very attracted to providing their contact information in exchange for a preliminary report on the land they owned.

Whether the land was prized agricultural acreage or included valuable woodlots or was home to any of a wide variety of natural resources, the report summarized what was there and, to some degree, indicated how best to care for these assets in order to maximize both monetary value and longevity.

After sending the report and leaving time for the landowner to review it, the team followed up with email messaging offering a more indepth report and the team's support in creating the best plan of action for the life of the land. This next step involved one of the team members actually visiting the property and walking the land with the owner.

At this point, the company was experiencing a conversion rate of less than 10%.

Reviewing the Sales Process

I reviewed the emails they were sending and while there were words and sentences I suggested they change, I knew that their sales process was missing a very important step.

“These landowners,” I asked, “When you visit them to walk the land, are you most often going to their homes?” The answer was “yes”.

“So you want them to agree to meet with someone, at their home, that they’ve only communicated with online, and you want them to then spend time walking their land with you, or allowing you to walk their land by yourself?”

I saw the glimmer of understanding on their faces, but they were still in denial.

“If you want your conversion rate to increase, you have to create relationship, create trust. You have to inspire a conversation with them, in real time.

“It isn’t complicated,” I continued. “You call, introduce yourself and ask one simple question. From there, listen. You’ll hear the moment when they are ready to invite you to their home.”

The simple question? “What is your reaction to the report we sent you?”

I could see that they understood, but their faces also indicated there was another challenge, one they hadn’t yet shared with me.

The design of the online submission form to receive the initial report had limited fields. The decision had been made to forgo asking for a phone number.

I’m sure my face registered shock, however I responded by saying “Well, you’ve got names and addresses so ... you’ve got a lot of work ahead of you.”

The Results

Two weeks later, I returned to the same boardroom to continue our coaching. I was greeted by big smiles and a lot of excited energy beneath their professional composure.

After a week of scrambling to find phone numbers, they'd started calling and ... their conversion rate had doubled.

One of them shared that he was amazed that the one simple question had resulted in wonderful conversations, instant trust and credibility, and the right path towards consistent revenue.



Build Your Sales Process to Create Consistent Revenue

a coaching program for business owners and independent professionals

Every sale is the result of a conversation ... and your sales process must lead to this conversation. And then it must include extending that conversation until the sale happens.

This is part of the sales process you develop, a process that works for your prospects, for your business and, most importantly, for you. If it doesn't work for you, you won't approach it with the diligence required. Without a sales process that fits with your personality, your values and your goals, you'll continually struggle to create consistent revenue. **I can help you find and implement your ideal sales process. Want to know more?**

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