



How to Increase Your Conversion & Close Rates

15 tips to help you convert more contacts into customers.



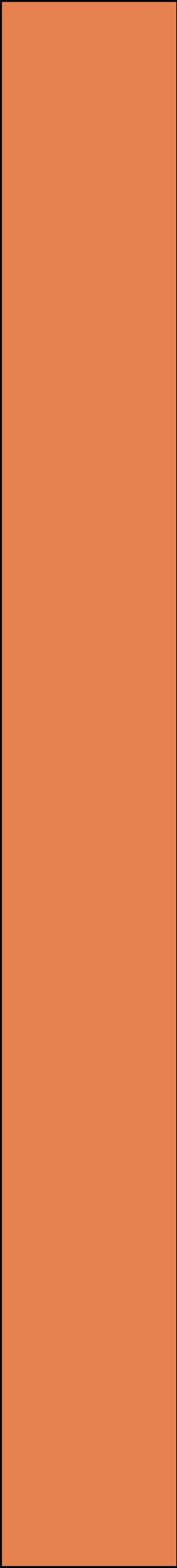


Table of Contents

1: Increasing Contact > Lead Rate

2: Increasing Lead > MQL Rate

3: Increasing MQL > Opp Rate

4: Increasing Opp > Deal Rate



**Increasing
Contact > Lead Rate**

Increase Your Contact > Lead Rate

Much of this work should be done by the marketing team, but sales still plays a crucial role here.

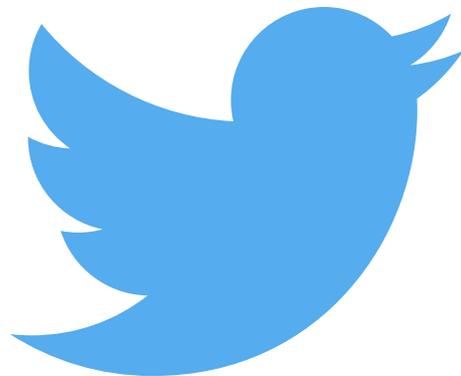
Input from sales on what prospects are looking for can inform the marketing team's strategies for getting more qualified leads to your team. This is an important step toward strong marketing-sales alignment.

1. Diversify Your Lead Generating Content Strategy

Talk to your clients and prospects to see what kind of content they would like to see more of. Maybe video, templates, or webinars would entice similar prospects to convert. Also, learn what industry topics they would like to see content created about. Pass this information onto your marketing team, who should be thrilled to hear content suggestions from the actual end user.

2. Align With the Social Media Team

Touch base with whoever runs social media for your company, ensuring sales- and product-focused posts are featured to some extent on your company's social pages.



3. Attend Industry Events

Attending events and shows helps make a name for your company in your industry. Prospects who have met with someone from your company or your brand already might be eager to jump on a sales call. See tips on how to do that [here](#).



**Increasing
Lead > MQL Rate**

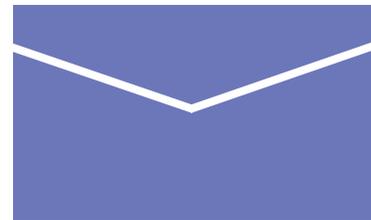
Increase Your Lead > MQL Rate

Again, the marketing team is responsible for passing off leads to sales, so they should be doing most of the legwork to get this conversion rate up.

However, strong sales-marketing alignment can result in these best practices listed below being taken consistently and effortlessly. Try them out in your org!

1. Create Email Nurture Streams

Leads should be enrolled in a **nurture stream** – an automated flow of emails that become gradually more product-focused. If your marketing team doesn't have one set up, consider sharing [this blog post](#) on how to do that.



2. Include CTAs in Content Offers

All downloadable offers should have CTAs – or [calls-to-action](#) – for a lead to learn more about your company with a demo, consultation, etc. For an example, check out the end of this ebook for an example of a CTA for [HubSpot's free CRM!](#)

3. Optimize Product Pages

If a lead explores more of your website, they'll likely end up on some pages about your product or service. Make sure these [product pages](#) contain clear information for those who may not know exactly what your company does. This could entice visitors to want to learn more.

3

Increasing
Opp > Deal Rate

Increase Your MQL > Opp Rate

At last, the fate of the client is in your hands – which makes it all the more frustrating when someone requests a demo, a meeting, or more information, and never gets back to you. Lower those no-show rates with a few of these tips.

1. Develop a Reminder Strategy

After a meeting is initially confirmed, follow up with a reminder email, text, or phone call anywhere between a day and an hour before. You'll inevitably encounter no-shows, but a casual reminder can reduce the number of people who simply forget.

2. Schedule Meetings as Soon as Possible

The sooner you schedule your meeting, the better. This reduces the chance they forget, lose interest, or contact a competitor of yours.



3. Confirm Multiple Methods of Contact Information

Confirm that you have both the best number and email to reach the prospect, *and* that the prospect has the best number and email to reach you at. The more lanes for communication, the lower than chance they bail without hearing from you.

4. Make an Event or a Calendar Invite

Using a tool like Google Calendar to put a physical placeholder on a calendar is a quick extra step to take if you want to reduce dropoff rates.



**Increasing
Opp > Deal Rate**

Increase Your Opp > Deal Rate

The moment of truth – finally, you’re asking the most important question: **deal or no deal**? If someone has gotten this far along, the interest is definitely there. Here are a few closing tactics and techniques to help you bring it home.

1. Conduct Regular Pricing and Competitive Analysis

If you’re not consistently comparing your business’s competitive advantages and pricing strategies over your competitors, you set yourself up for a slew of lost deals.

Consumers are more informed than ever and could come to negotiations with facts about your competitors. Be prepared to defend your prices, lower your prices, speak to the quality of your service, and acknowledge where your competitors have you beat and are lacking in comparison.

2. Identify Underperforming Reps

Keep track of rep performance with a [review template](#). If certain salespeople are consistently underperforming, invest in providing support for them, or consider putting them in a role within the company where they may better succeed.

3. Communicate With Ultimate Decision Makers

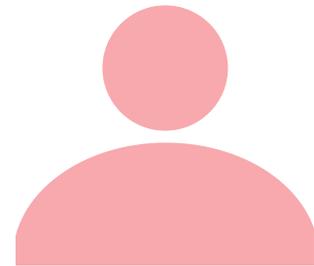
Everyone is helpful to talk to, but make sure the person you’re communicating with specifically regarding the sale is able to agree to the deal. Speaking to those who report to the decision maker is a good way to get a foot in the door, but ultimately might not be the best person to make a formal pitch too.

Increase Your Opp > Deal Rate

4. Prepare an ROI Statement

Sticker shock is real, but knowing how much an investment can pay off can be enough to sway prospects in the right direction.

Collect statistics from existing customers or do industry research to see how much your solution can save (or earn) a company in the long run.



5. Draft Multiple Deal Options

If your company has multiple tiers or packages, come prepared with an offer at every tier so that prospects know which services they get for which costs. That way, they won't feel turned off by a deal that could be too large.

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