



THE TOP 10 REASONS YOUR LEADS AREN'T CONVERTING

So you've got a steady stream of leads coming in, but they're not resulting in sales. What's going wrong?

We've compiled the 10 most common issues that B2B marketers face with lead conversion to help you maximise your conversion rate.

1

OFF TARGET LEADS

The leads may not match your target prospect, perhaps because they were not in the data that you sourced. Clear messaging and calls to action can help qualify inbound traffic and human interaction will help you understand and qualify leads from the start.



2

LACK OF AUDIENCE INSIGHT

Research into your audience and their needs will help ensure that you are talking to the correct people about the right issues, to make sure you are a good fit for one another.



3

TRAFFIC JAM

If leads are coming in faster than you can process them, they may age and expire before they're followed up. If you can't or don't want to restrict volume, an outsource agency provides a flexible resource to manage fluctuations and maintain a steady flow.



4

LEADS NOT 'SALES-READY'

If MQLs (Marketing Qualified Leads) go straight to your sales team, you run the risk of their time being taken up with poor quality leads. Qualify and nurture your leads, understand and develop their interest so that they are truly 'sales-ready'.



5

LACK OF CLARITY ON SQLS

Make sure that the criteria for a sales qualified lead is clearly defined and accurate, with that definition shared across the sales and marketing teams.



6

SALES SKILLS

Are your sales team too pushy, using a script, or not listening properly to the prospect? Do they need more training on demonstration skills, customer service or product knowledge?



7

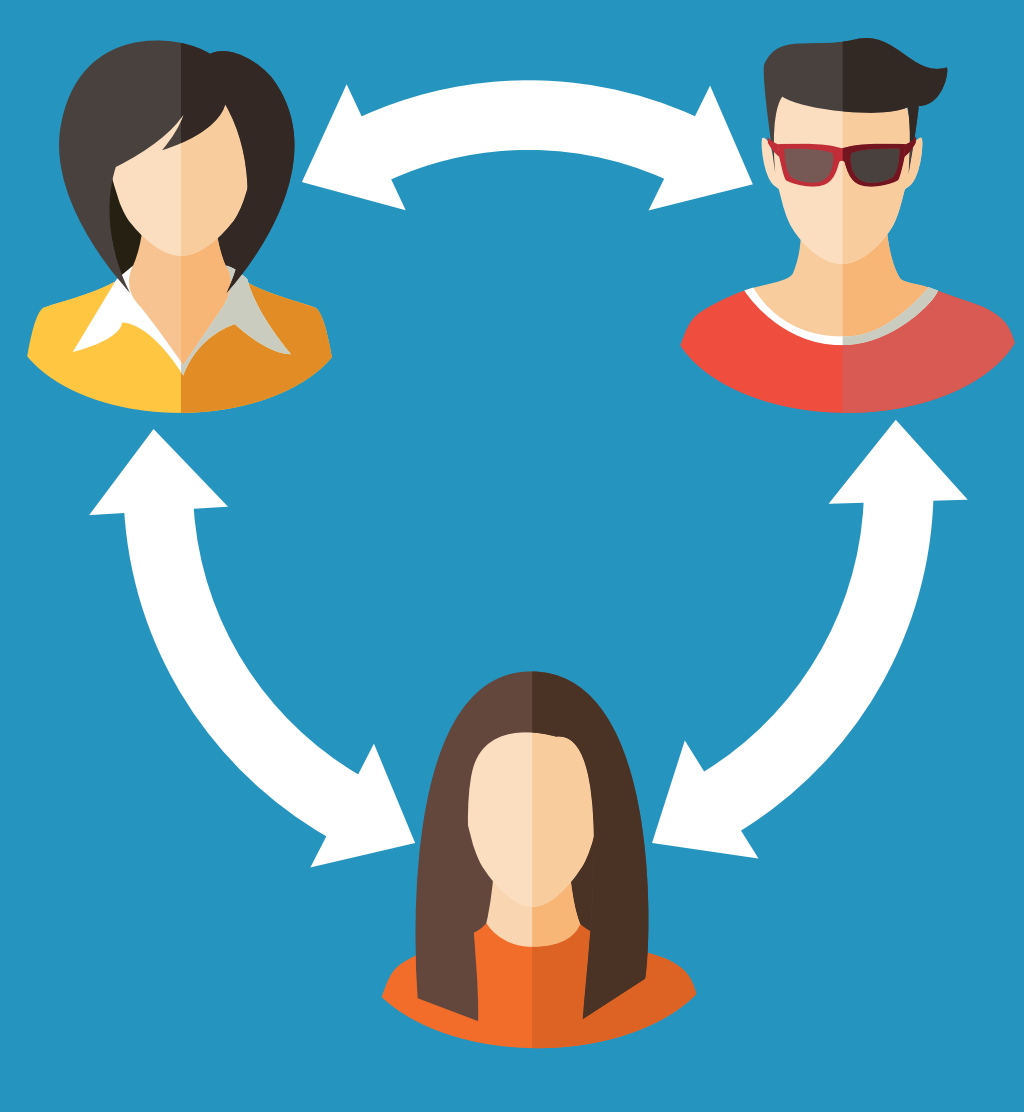
INSUFFICIENT COLLATERAL

Do you have the materials required to substantiate your proposition?

8

UNMET NEEDS

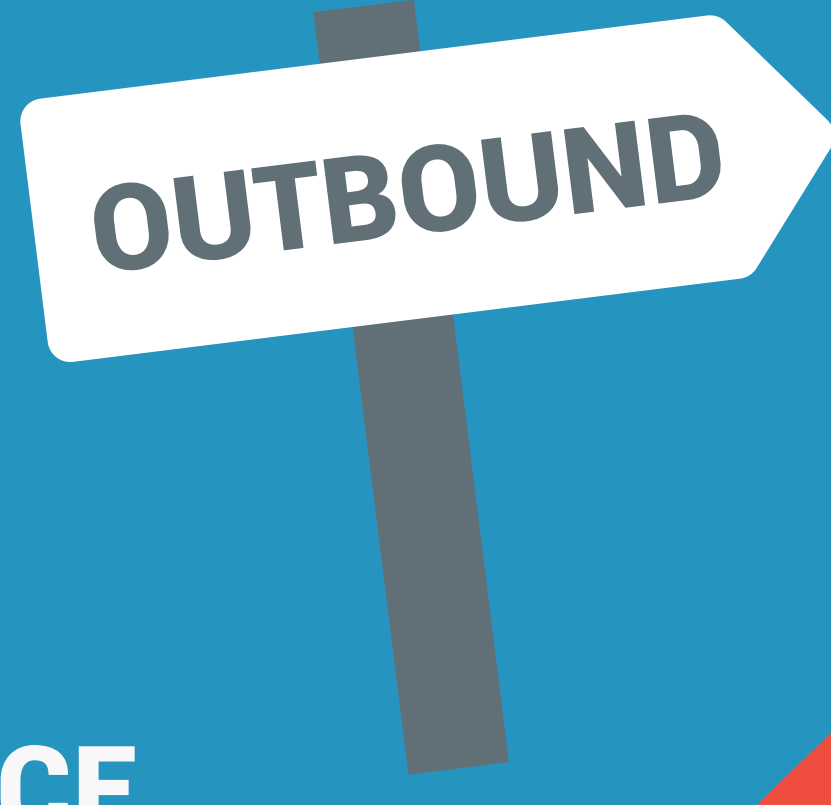
Ensure you have a feedback loop - to understand customer issues, pain points and interests - so that your product and proposition addresses those needs.



9

STRETCHED RESOURCES

If your in-house team are managing both inbound and outbound calling, lead qualification can fall to the bottom of the pile or not be carried out effectively.



10

POOR CUSTOMER EXPERIENCE

To convert your leads, your prospects need to feel a connection with your brand and feel they can trust you. You need communication experts to build that relationship.



If you'd like support to improve your conversion rate, please get in touch!

TO FIND OUT MORE