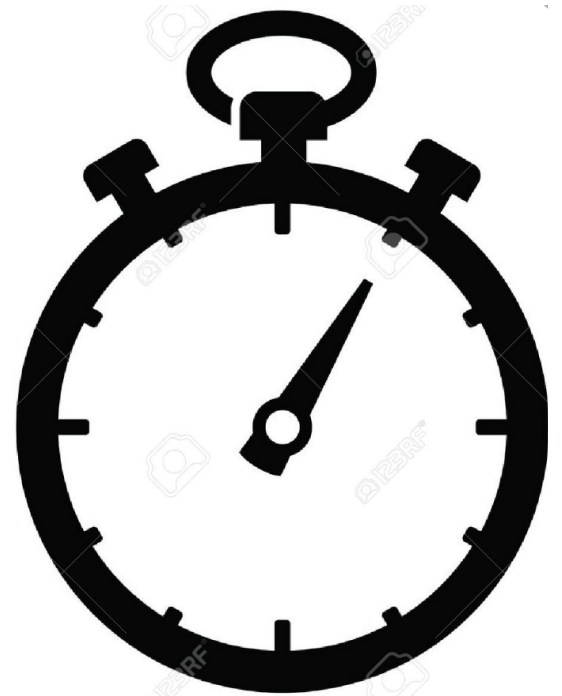




FASTER IS BETTER

EVERY MINUTE COUNTS

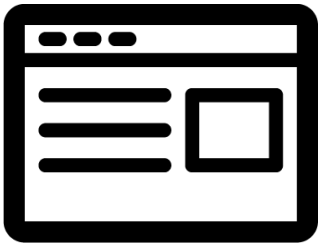


LEAD CONVERSION REPORT





EXECUTIVE SUMMARY



WEB LEADS

Converting web leads is one of the most important functions for any club.

Every club wants to create a contact strategy that delivers the best results.



PHONE



E-MAIL



TEXT



The perfect strategy—one that delivers the optimal customer experience and shortens the distance from lead to conversion.



THE QUESTIONS

1

Communication Channel

If a lead submits an online inquiry, should your staff follow-up via phone or email or text?

2

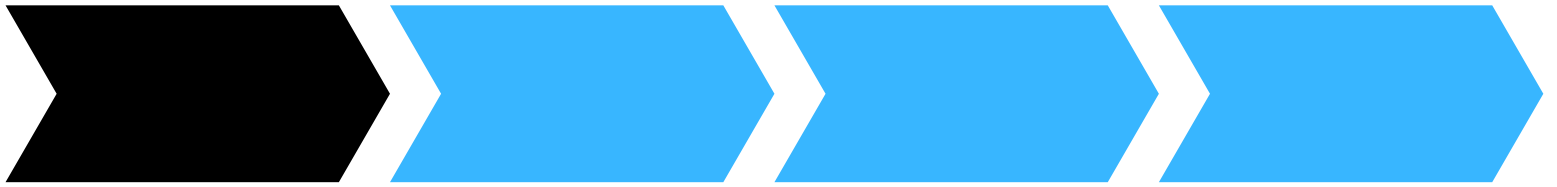
Communication Timing

Does speed matter when it comes to responding? How long should they wait between each call, text, and email?

3

Communication Persistence

How many calls should the club make, and is there an ideal cadence?



METHODOLOGY

Velocify has access to data on the sales process progression of millions of leads. This study analyzed the inbound lead response practices of 20 companies that advertise for leads to see if they are taking advantage of their most valuable lead source—inbound leads. Five leads were submitted per company for a total of 100 leads. Industries represented include mortgage, education, insurance, and fitness business.



Source: Velocify Report Ultimate Contact Strategy





FINDINGS

LEADS ARE SLIPPING THROUGH THE CRACKS..... CLUBS ARE NOT EVEN TRYING OR GIVING UP TOO SOON.



33%

Leads that never received a call



91%

Leads that didn't receive an optimal number of calls



95%

Leads that didn't receive an optimal number of texts

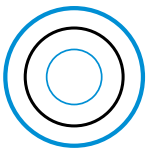
FINDINGS

TIMING IS ESSENTIAL

HOW QUICKLY SHOULD YOU CALL?

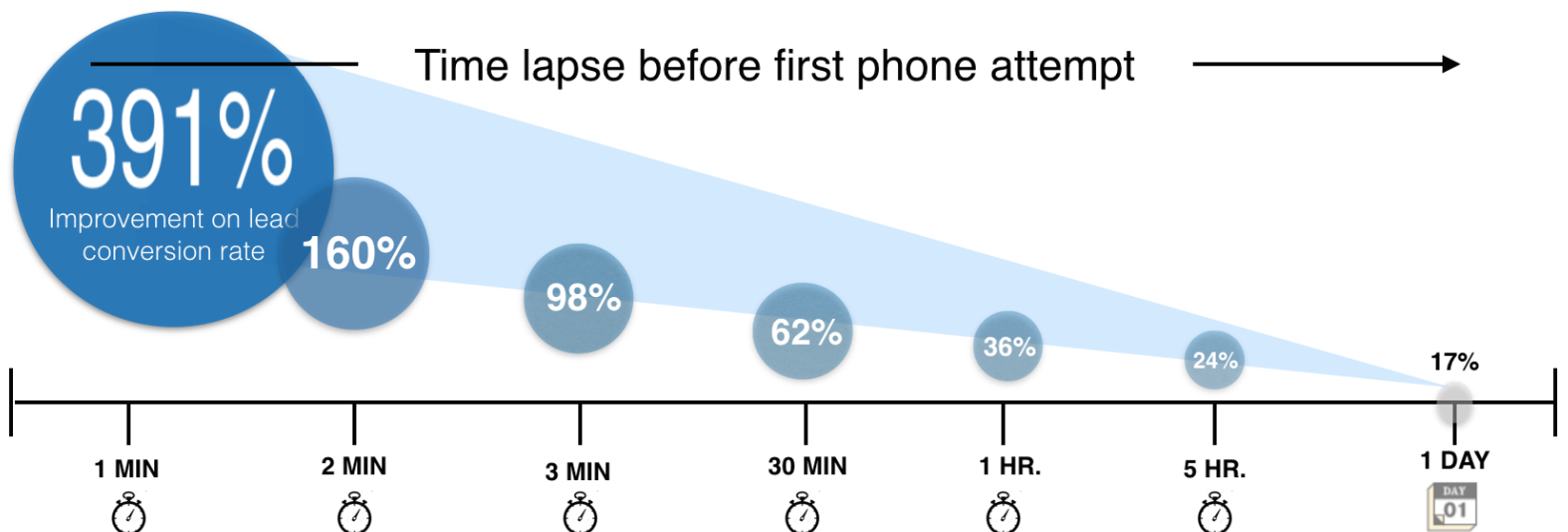


FACT: CALLING A LEAD WITHIN ONE MINUTE OF AN INQUIRY MORE THAN DOUBLES CONVERSION RATES.



REALITY: ONLY 7% OF PROSPECTS RECEIVED A CALL WITHIN ONE MINUTE.

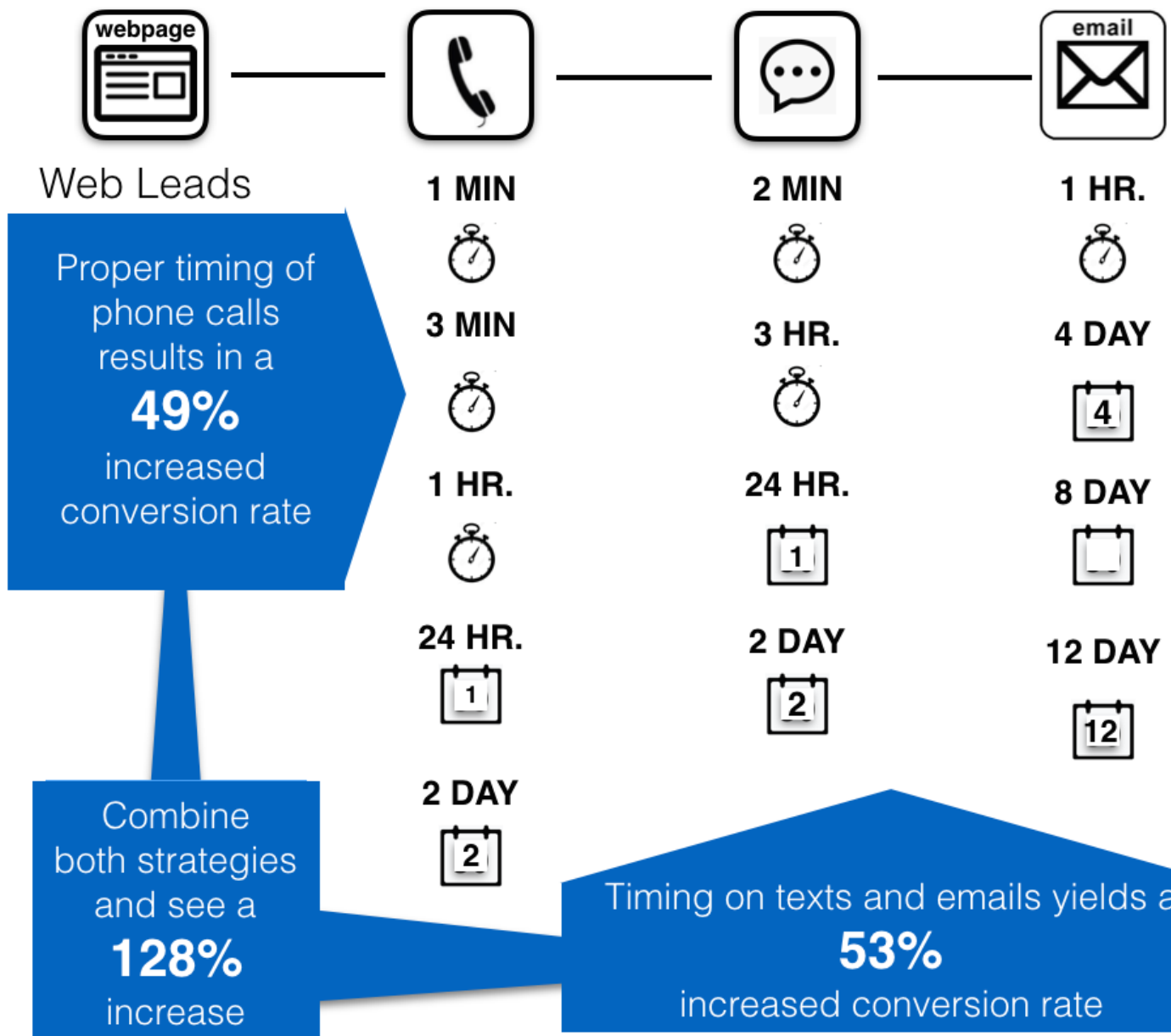
EACH MINUTE THAT PASSES, CONVERSION RATE DECLINES



CONCLUSION

MESSAGING CADENCE

The proper mix of phone calls, text messaging and emails will yield the highest conversion rate.



CONCLUSION

ALL CLUBS SHOULD DO THIS!



Call in the
first minute

391%

**IMPROVEMENT ON LEAD
CONVERSION RATE**

SOLUTION



HOT LEAD NOTIFICATION

Web Forms



Passes

*System calls
club immediately
to notify
that a prospect
has filled out a
web form*



System
connects
front desk
or salesperson
directly to prospect

1 MINUTE

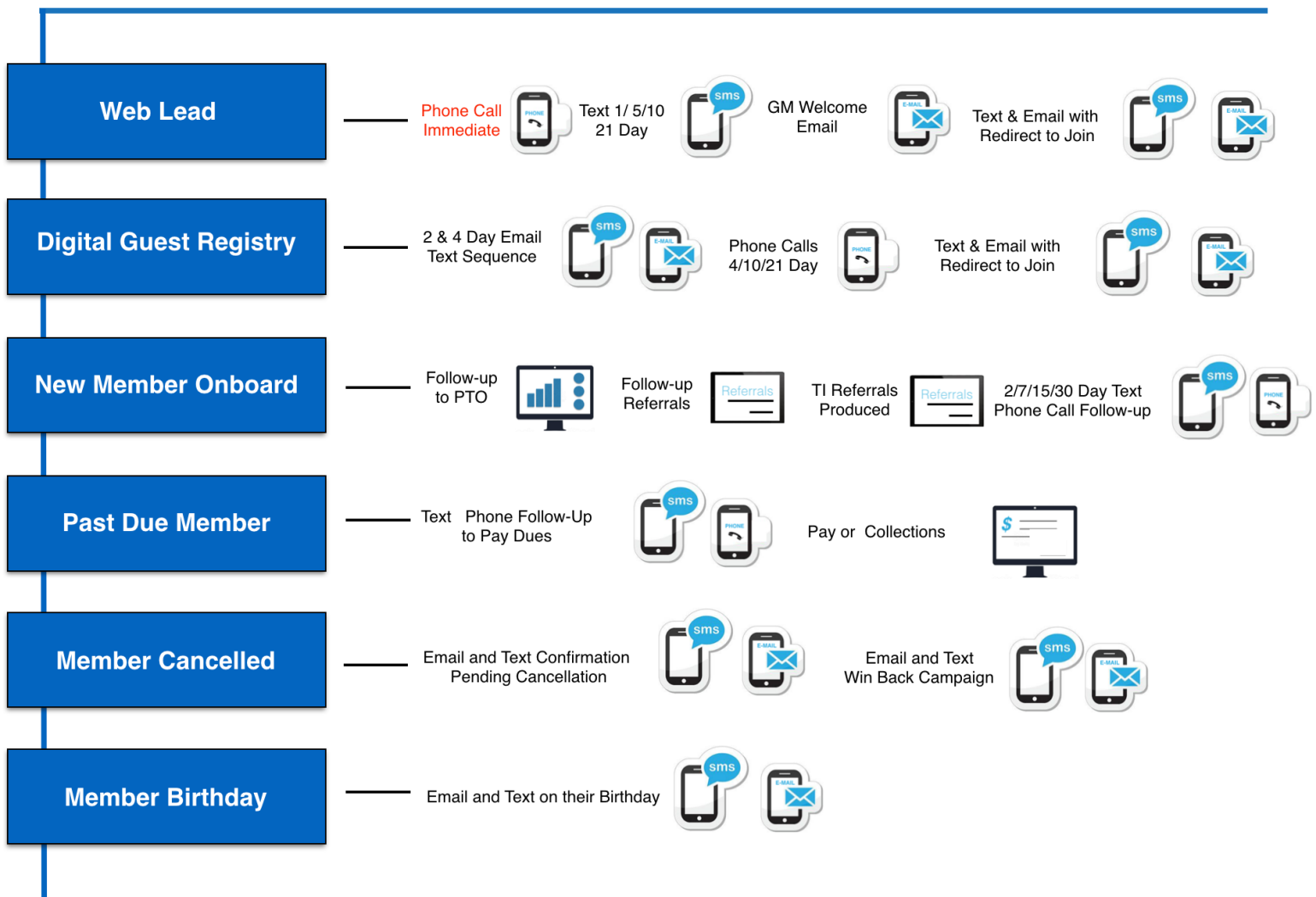


SOLUTION



ESSENTIAL TRACKS

Prewritten texts, emails, phone call conversations designed to improve conversion rate.





SOLUTION

START A CONVERSATION

To learn more on how this research was conducted
or to find out how *VFPnext can help your club
improve their conversion rate...*

Contact us at:

VFP.US