

STUDY SHOWS HOW TO DOUBLE CONVERSION RATE

When something obviously works, that doesn't always mean it's easy. Take, for example, exercise - we know it obviously works, but it still takes a lot of effort.

The same is true with LEAD CONVERSIONS - reaching leads faster obviously works better, but it takes a great deal of operational efficiency and effort.

Research conducted with more than 20 companies clearly showed that leads called within the first minute have more than a 231% increased conversion rate over those leads called just 60 seconds later. The study, conducted by Velocify The Ultimate Contact Strategy, clearly showed that with each minute that passes the conversion rate drops dramatically.





LEAD CONVERSION IS ONE OF THE MOST IMPORTANT OPERATIONAL CHALLENGES IN HEALTH CLUBS TODAY.

Generating a high volume of internet leads is a function of the amount of marketing dollars you're willing to spend; but successful lead conversion is a function of effort and execution.

There are plenty of leads out there on the Internet. The real work begins with how we convince those leads to come into the club. As every club owner will tell you, and research clearly indicates, there is no better lead conversion tool than a phone call. With the tools a club owner has available {text messaging, email, phone call}, it is the phone call that requires the most effort.

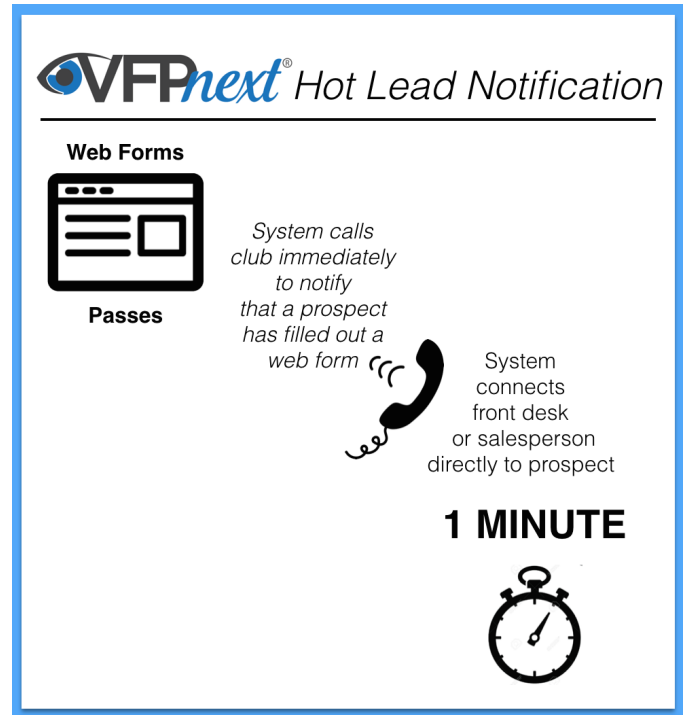


Text messages and emails can be completely automated, decreasing staff dependency and increasing operational efficiency, and it's been shown that pre-recorded phone calls have very little effectiveness. Just imagine, a 231% increase in conversion rate if a club contacts a lead within the first minute of inquiry!



THE TASK OF CONTACTING A LEAD WITH A LIVE PHONE CALL IN UNDER A MINUTE SEEMS INSURMOUNTABLE.

Unless.... there was a technology available that recognized when a lead entered their phone number, and then the system immediately called the club to connect the lead to the sales staff. The technology is complex, but the system is simple. When a lead enters their phone number into a web form, the system automatically dials the front desk and asks if they would like to connect with the lead. This Hot Lead Notification is currently being utilized in other industries and is now available to club owners.



The beauty of the Hot Lead Notification system is that it is automatic and simple for most clubs to execute, as they are already accustomed to taking phone inquiries. Essentially, this turns every web lead into a telephone inquiry. But like all efficient technologies, it is just a matter of time before the club across the street is taking advantage of the system.... the first club to make contact with the lead generally wins. {According to a study by Lead Connect, 78% of customers buy from the company that responds to their inquiry first.}

If you'd like to know more about how to increase your conversion rate with a Hot Lead Notification system, schedule a presentation with the guys from VFP, or visit VFP.us/HotLeadNotification.

