

# Maximising client opportunities

A Distribution Quality Management Programme guide



Clients can be hard to come by, so it makes sense to have a range of techniques and strategies in place that can help you maximise every lead opportunity.

## 1 Map your sales process

Analyse your pre- and post-sales processes to improve weaknesses and maximise strengths. Review what your clients say about you, and ensure your infrastructure is optimised. Clients remember poor service more than good.

## 2 Measure your conversion rate

Is your conversion rate on target? Can it be improved? How can you outperform? Challenge every stage of the process, from lead generation to post-sale and beyond.

## 3 Qualify your leads

Take the time and effort to convert your leads. Set strategies for different scenarios and include any objections.

## 4 Educate your clients

Let your client know how good you are – your service, the product, and the price. Focus on the compelling reasons for why they should buy from you. This can also encourage word of mouth marketing from your clients.

## 5 Improve sales skills

Continuous training, reviews and competency testing can push the bar higher for your staff. Develop a best practice programme, such as monthly masterclasses on what works best, and consider incentivising ideas that have been implemented. The best salespeople are helpful, not pushy.

## 6 Keep it simple

Accurate record-keeping is essential for demonstrating competence. Make sure your communications are simple and clear. Clients need to be able to understand the message and the call to action.

## 7 Always follow up

Don't overcommunicate. Instead, develop an individual plan for each client with a valuable reason to follow up. Try varying the communication process to see what works best.

## 8 Identify client gaps

Gaps or recent changes are great reasons to get in touch with a client. For example, has their protection been written into trust? Have their circumstances changed? These are just a couple of great reasons to call. You could even offer a full and free review to address their changing needs.

## 9 Gather and publish testimonials

Client testimonials and case studies can emphasise the importance of your role and build trust in your reputation. Use them on your website and in other communications.

## 10 Work with others

Build alliances and affiliations with local businesses to tap into a wider client pool. Are there mutual benefits that can be gained from offers, discounts or access to certain products?

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