Hot Tubs

Lead Nurturing and Follow Up Guide

Revised 2.3.2010

Follow Up

In this chapter you are going to learn about lead follow up and prospect follow up. Lead follow up has to do with the leads that have not been to your store. A lead can be generated through a phone call to your store, a referral from a customer or from an inquiry over the internet. The majority of this chapter will be spent talking about a concept called lead nurturing and how that works with the leads you are supplied.

What is Lead Nurturing?

Lead nurturing is one component of lead follow up. When a lead requests information on a Jacuzzi hot tub, they are actually requesting different things depending on where they are in the buying cycle.

A lead can be classified in different ways depending on what they need in order to make a purchase decision.

1. Just Curious- A Just Curious lead is someone who may have just learned about the hot tub category. They may have sat in a friend's spa or used one at a hotel. The lead then got on the internet and saw that they have many choices. They requested information mainly through a spa lead generation site like SpaSearch.org or Buyerzone .com or the Jacuzzi Hot Tub website. This lead is interested in obtaining information. Most leads that are generated start in this category.

2. Nurturing Lead- When you contact your new lead and they are interested but not ready to come to your store, this is when you move this lead to the nurturing level. A lead that needs nurturing is one that still requires more information. You may have had a conversation with this lead, they usually tell you about their concerns and that they are still looking around. They do this partly because they don't want to be pressured, but also because they truly need more information to calm their fears about making a purchase. A good salesperson is going to find out through asking questions, what the concerns are and supply the information to help.

This supplying of information will come through phone conversation and e-mail contact. After the salesperson uncovers the hesitations, he will supply information about the concerns usually through an e-mail follow up. The e-mail will have a call to action to try to get the lead to move to the next level. Also included will be an article or link to information that specifically addresses their concern.

3. Opportunity- An opportunity is when a lead moves from the information stage to the presentation stage. Through effective and timely follow up some leads will hit the opportunity stage sooner than others. Some leads could be at this stage upon initial contact, others may get to this point after digesting the information that you have provided though the nurturing process. An opportunity means it is time for the lead to come to the store for a presentation. At this point it is up to you to set an appointment to get the lead to come to your store so that you can continue the conversation. By now you should have a good idea as to what important points you will talk about during your presentation.

4. **Prospect-** Once the lead has come to your store and participated in your presentation, they now have been move to prospect. Every contact you have with the prospect should have a call to action but now it is time to influence the buying motives of the prospect.

5. **Sale-** Success! Once the sale is completed the follow up process continues. Now it is time to shift gears and make the delivery experience memorable. Following up with the new customer will be addressed later in the chapter.

Lead Follow Up Process

All leads start with notification via e-mail that a new lead exists. The following is the recommended procedure to follow up with these leads.

1. Open E-mail
2. Click on the link supplied by Jacuzzi
3. Look at the lead information. How you proceed from here depends on the information supplied by the lead.

When the phone number, address and e-mail are listed:

> 1. Call the phone number. Use the available scripts and questions to begin relationship with the lead.
>
> 2. If no answer, leave a message. Included in message should be
>
> > Your name, dealership name, the reason for your call and your next action.
>
> 3. Send e-mail with same information
>
> 4. Send Post Card

If only e-mail and address:

> 1. Use Whitepages.com to find phone number.
>
> 2. If the address matches lead's address, enter phone number into LMS.
>
> 3. Call the lead using available scripts.
>
> 4. If no phone number listed, check to make sure address is correct.
>
> 5. Send an e-mail

6. Send Post Card

If only address:

1. Look up address on Whitepages.com

2. If no phone number, send card

3. If phone number exists, call phone number; go to phone follow up procedure.

If only e-mail

1. Send e-mail.
   Inform the lead that we can send them more information if the supply a mailing address.

Phone Call Procedure

Here is an outline of how to use the phone as an effective communication tool. Before we can discuss what to say, we first need to talk about the environment in which you make these phone calls.

The area in which you make the calls needs to be clean and organized. You should have access to your computer so that you can make notes on the LMS after each call.

Make sure to limit the distractions. You attention needs to be focused on the person who is on the phone with you.

Check your attitude! If you are not happy about doing follow up then you will find it hard to succeed. Your voice needs to sound friendly when the person on the other end picks it up. Smile when you talk, this will keep you from sounding harsh or rushed.

Below is the recommended scenario that will give you results.

When the lead answers the phone

“Good Afternoon, my name is_____, from Jacuzzi Hot Tubs.”

“I am just calling to verify that you requested information about hot tubs/Jacuzzi hot tubs from (insert source) over the internet.”

If they answer yes, they requested information-

“How long ago did your request this information?”

Let them explain- take notes, stay quiet.

If the lead is from the Jacuzzi Web form-

“You should be receiving information in the next seven to 10 business days.

“May I ask you a question?”

“What has prompted you to request the information on spas?”

“Have you been to (name of your dealership) yet?

Let the prospect do the majority of the talking. You are at the beginning of the relationship and coming across pushy or aggressive is not the correct way to proceed.

After a few minutes, invite the lead to your store for a private appointment. If they do not want to make an appointment, do not push. Let them know you will be in contact again after they have had a chance to look over the information they requested.

If there is any contact information that is missing, now would be a good time obtain that information.

Send the lead an e-mail right after you hang up the phone. Reference the information you learned from the phone call in the e-mail or post card.

If your lead is from sources other than the Jacuzzi web form, offer to send your lead a show brochure with a letter. This letter should reference the conversation you had. Other items you can include would be a specification sheet, history brochure and your latest promotional offer.

The length of this initial conversation can be only a few minutes or it could be 20 minutes depending on the lead. Keep the conversations going by asking more questions. Asking questions will help you gain a better understanding of the needs of the prospect.

Enter the results of the conversation into the Lead Management System.

List of Phone Call Probing Questions

Here is a list of questions that can be used during your phone conversation.

1. What prompted you to request information on hot tubs/ Jacuzzi hot tubs?

2. How long have you been researching hot tubs?

3. What information do you need to help in your shopping process?

4. What concerns do you have about owning a spa?

5. Tell me about where your spa will be placed?

6. How long until you are ready for a spa?

7. What work preparation needs to be done prior to purchasing?

8. Have you had the chance to look at the Jacuzzi website? (Take them to the website and show them around while on the phone.)

9. How often do you see yourself using the spa?

10. Tell me about the other people in your home that would be using the spa?

These questions will be just the beginning of your conversation. Based on the response of the lead, you will be able to drill down to develop an understanding of what exactly the lead needs in order to move from Just Interested to Opportunity.

E-mail Follow up procedure

E-mail follow up is the easiest and fastest way for you to communicate with your prospective customers. Below is a table showing when each type of follow up should be done. You will notice that e-mail communication should happen at every interval. Having an impact with your prospect is important, but what do you say? The following pages list the different templates that you could use depending on your situation.

List of templates
1. Introduction- Thank you for your request 24 Hr
2. 7 day
3. 14 day
4. Private Sale
5. Off Site Tent Event
6. On Site Tent Event
7. Jacuzzi Hot Tub Q&A

Electronic copies of these e-mails can be found on the dealer community site under Sales and Training/ Lead Management.

	Phone Call	E-mail	Post Card
Immediate	X	X	X
7 days	X	X	
14 days	X	X	
21 days		X	X
30 days		X	X
Monthly		X	X
Next Promotion	X	X	X

This chart shows when to use each form of communication. Notice that e-mail is constant. The majority of leads have valid e-mail addresses. This is a low cost way to get your message out on a regular basis. Your lead follow up through e-mail will be your most effective long term nurturing tool you can have. The important part of this process is to keep nurturing the lead with small bits of information and also give the lead a reason to respond to your message.

Once your lead has entered the long term stage, it is important that the information changes with each message sent. You do not want the lead to feel like they are on a big e-mail spam list. Your individual attention will make the difference between someone responding to your message and just hitting the delete button.

Post Card Follow Up Procedure

There are instances when the only information you have with a lead is their physical address. In this case you are going to focus on using post cards and letters to entice your prospect to come into your store.

Referring to the follow up chart, you can see that you start out using the post cards. To have maximum impact whenever you send an e-mail you should send a post card as well.

In the event that the mailing address is all you have for contact information, your post cards and letters need to have impact.

Send your lead a card that introduces yourself and your business. If you are going to use a form letter, make sure to customize it with a hand written P.S.

If you have the opportunity to speak with your lead, you can reference the conversation in your follow up notes. Referencing the conversation shows you listened to them and have their needs in mind.

Implementing the follow up procedure in each location

Everyone has different technologies in place to do follow up. Here is a list of the most common tools that can be used to establish follow up system.

1. File Card System

The file card system is a manual lead follow up system. This is the bare minimum system recommended. This system is the least expensive to implement, but is the most time demanding system. Here is how it works.

System Components:

1. 5 x 8 file card box

2. 3 sets of 5x8 file card dividers
    a. set of 31 days
    b set of months, Jan – Dec
    c. set of A-Z
    d. set of 3 part lead cards

I. In the front of the file box will be the current month. Example- first tab= November

II. The next set of tabs will be the 1-31 tabs. Each tab represents that date in the month.

III. Behind the number tabs will be the remaining months.

IV. Behind the month will be the A-Z tabs.

When you have a lead whether it is a store traffic lead or a lead from the LMS, you will fill out a lead card with all available information. Then follow the next steps to create an automatic lead system.

1. Tear the top copy off and file it under the day you are going to follow up.

2. The middle copy goes to a manager for future coaching

3. Back copy is filed under the A-Z by customer's last name. Nay additional notes should be attached to this card for future reference.

As you progress, each day you will look in the corresponding number to see who needs to be contacted. Once you make contact, note the conversation and move to the next follow up mark as listed in the schedule above.

Once your lead has entered the long term nurturing status, file the lead in the month that you plan on contacting them. Once that month arrives, move it to the front and file the leads by which day you will be contacting them

2. Microsoft Outlook

Using Microsoft Outlook is a way to create an automated system that will tell you when to follow up and with whom.

I. Enter each lead as a task in the task pane and include notes.

II. Set the date for the next follow up contact. Turn on the reminder to pop up first thing in the morning.

III. Using the Tools tab, you can set up all of your e-mail templates for your continued follow up.

IV. Download all your leads into Microsoft Excel and perform a mail merge to send out your mass e-mail follow up by date.

V. Update the notes based on the latest contact.

3. Full featured Contact Relationship Management Software (Maximizer)

I. Download leads from the LMS and enter into the CRM

II. Set up each lead contact date and interval

III. Update lead information at each contact point

A full features CRM package can give you the tools needed to have an effective follow up program.

Three Types of Follow up Content

When you send a message to your lead it needs to have information that will cause action. There are three basic ways you can categorize the type of content to create for your lead.

1. Call to Action- A call to action is traditionally known as presenting a special or offering an incentive to get people to move towards making purchase. This could mean promoting the next sale, a private sale etc. Other calls to action can be used for the Just Curious or Nurturing category. The call to action could be downloading an article that is relevant to their concerns. This additional information that your lead reads could be the catalyst to move them to the next category.

2. More Information- The majority of your leads are looking for additional information that is not included on the search engines or the Jacuzzi website. This would be a great place to have testimonials from people who had concerns before purchasing and how they are benefiting from their use of the spa.

3. Build Suspense- You can build suspense in your leads by sending messages that have future announcements. You could send our announcements about future event such as Private Sales or Tent Sales. You could also promote new model introductions and how the new models will fill the needs and remove the fear from the prospect.

Prospect Follow Up

The follow up process for your prospect is similar to lead follow up. The main difference is you prospect who comes into your store is now a qualified opportunity. If you do not capture the sale on the first visit you need to create a follow up program that is consistent and long term.

When your prospect does not buy, it is up to you to determine the reason for the delay in purchase decision. The majority of delay excuses are usually a product of fear. The fear of making a bad decision, the fear cost of operation, fear of what their friends and family might say etc.

You will use the same follow up schedule that is listed in the previous pages. The big difference is the content that you use when communicating with the prospect.

Use the Knowledge

Your best follow up content will be supplied by the prospect. The information that you gain from probing can be used during your follow up. When you communicate with the prospect, you will use this information to reaffirm the reasons a prospect is looking for a spa.

Every call to action that you create should be customized to the needs of the customer. Removing risk and providing new information for the prospect to make a decision will result in more sales. It is up to you to determine the most important thing your prospect needs to know to make the purchase. It may be a special offer, it may be a testimonial, or it could also be an article that addresses their concerns.

Never Quit

It does not matter if you are following up with a prospect or a lead; persistence is the key to success. One phone call or e-mail does not make a good follow up program.
On the dealer community website you will see a few templates that are available for you to use. You will need to customize each template for your particular market and each prospect to make this the most successful. The only time you will remove someone from the follow up process is when they opt out and request to be removed, or they purchase.

The location of the templates is as follows:

www.jacuzzipartners.com

Click on Sales and Training
Click on Lead Management
Click on E-mail Templates