

# LEADS - RECOMMENDATIONS [HIGH]

## TO DO

Complete the bounce back pack

Review your leads and their sources. What is your most prolific source of leads? Are there opportunities to discover more from these sources?

Review your conversion. What types of leads do you convert most easily. What can you do to increase the bandwidth of those types of lead?

With success at finding and converting leads, there could be a danger of opening lots of accounts and not necessarily developing business from those new clients. How many clients have you made multiple placements with? What opportunities exist to develop more business from those?

How good are the rest of your team and business at lead management? Could there be an opportunity from a sales leadership perspective to become a subject matter expert on this topic and deliver a training session to the rest of the business?

Keep on top of your lead management and conversion process. A daily routine of discovering, nurturing and converting leads (as three separate activities) will help you maintain a solid pipeline of work

Watch **The Pillars** Planning and Negotiation