

Presented by AmSpa AMERICAN MED SPA ASSOCIATION

the **2021** medical
spa show

Converting Online Prospects To Active Leads.....

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TODAY'S HIGHLIGHTS

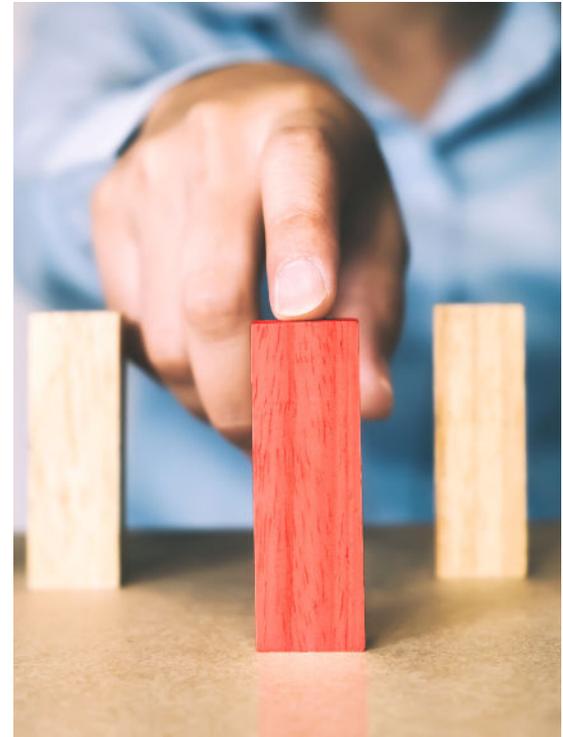
Brief Introduction
What Is A Prospect?
Defining Your Prospect
Capturing Online Leads
Securing Your Data With A CRM
Workflow Automation Tips
Key Takeaways
Final Thoughts

Discussion Outline

What is a prospect?

HOW DO THEY DRIVE NEW BUSINESS?

Prospects are leads that are qualified and, therefore, align with your target audience and client personas.



Defining

Set aside time to determine which prospects will be worth your time and your team's time. Think of which potential client's show true interest in getting a treatment

Discovering

Determine where you will find these prospects, i.e., online lead, call-in, walk-in, email or DM

Organizing

Ensure that within your organization you are aligned with who your prospects are and how you will find them

Organize & Define "Prospect" For Your Business

AIM FOR THESE GOALS ONE BY ONE

Capturing Online leads

Diversify Lead Capture

Ensure you're capturing leads across an array of methods: calls, SMS, chat, form fill, virtual consultation, online booking, etc.

Website With A Singular Goal

Your website should have one goal, funnel users to complete a lead, whatever you deem that as.

Call To Actions

Match your message to what you want potential clients to do: "book now" or "text for more information"

BASED ON A SURVEY

50%

**of buyers choose the vendor
that reaches out or responds
to them first**

Take Control Of Your Data

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Secure The Data

Ensure you capture a lead's name, phone number, email, address or social handle

Leverage Technology

Once you have the information, use it! Send them an automated email, text, or personally call them. Keep their interest before they move on.

UTILIZE A CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SYSTEM

Store Contact Information

Use a CRM system to never lose track of all current and future clients

Organize Prospects

CRM's can enable you to organize prospects so you can spend more time on higher quality leads

Automated Marketing

Use CRM and similar integrations to continuously reach out to potential client with promotional offers

Don't Break The Bank

CRM's can be cheap or robust, but many cater to small businesses

TIP: Excel or Google Sheets are not CRM's or lead managers!

Workflow automation offers the ability to fire out activities to external data such as leads and internal automation to team members.

It also can send out autoresponders, emails, SMS to prospects/leads.

Workflow automation should have the ability to create tasks to have your team members follow up with potential clients

Workflow Automation should push data via API to 3rd party applications for other sales related activities and patient management systems

CRM's Are Useless Without Workflow Automation

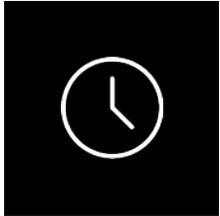


TIP: Work smarter, not harder.

STOP WASTING YOUR MARKETING DOLLARS IF YOU DON'T HAVE A CRM

Marketing is expensive. If you have marketing budgets to drive leads be sure, to have a leads system in place.

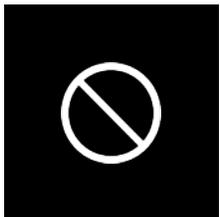
If not implemented correctly, you will...



You will work harder not smarter
You will hire people and create redundant work



You will convert fewer leads
You will lose future re-bookings



You will lose market share
You will lose referrals

You have a lot to lose without a proper lead management system in place



82%

increase in conversion rates when lead management tools are used

10x

drop off in lead qualification when you wait longer than 5 minutes.

FINAL TIPS TO KEEP IN MIND

- DECIDE WHICH PROSPECTS ARE WORTH PURSUING
Define a qualified prospect that will most likely become a client
- CAPTURE DATA WITH A CRM SYSTEM
Organize both your contacts and marketing efforts all within one platform
- UTILIZE AUTOMATION TO CAPTURE QUALIFIED LEADS
Automate the process to save yourself time and to reach clients in the moment

FINAL INSPIRATION:

**“YOU ARE OUT OF BUSINESS
IF YOU HAVE A PROSPECT!”**

Zig Zagler

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Thanks!

I AM DETERMINED TO SEE YOU SUCCEED

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