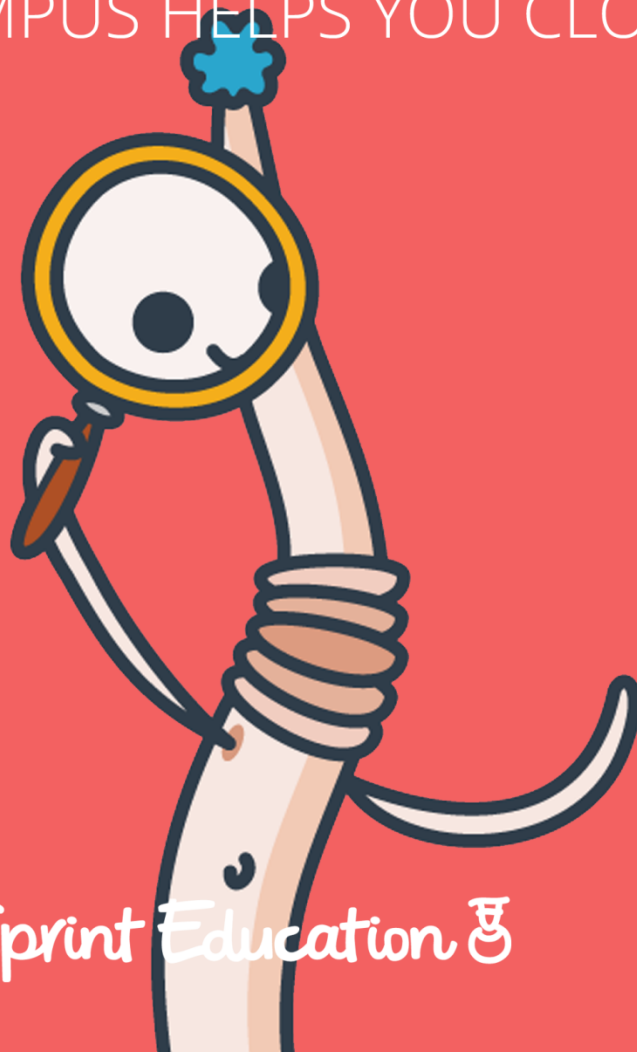


THE 8 SALES LEADS

THAT CAMPUS HELPS YOU CLOSE



Sprint Education 

Sprint Education...

Is an award-winning digital agency that has pioneered digital and inbound marketing to the UK education sector since 2007.

We create over 48 million teacher connections for our clients every year through delightful digital marketing plans and our education marketing software (Campus); attracting teachers, school staff, and educational establishments to our clients' brands.

This whitepaper was created by John.

"I'm John, Lead Strategist at Sprint Education. Since 2013 I have managed over 2,000 marketing strategies for Sprint Education's clients including the likes of Comic Relief, BBC, Manchester United, the NHS, and pretty much any type of education focused business you can think of."



John Smith
Sprint Education
john@sprint-education.co.uk



How to close the 8 most common leads in your sales funnel...

I love copywriting. I can churn out whitepapers and eBooks for our marketing that are guaranteed to keep the leads flowing into our sales funnel all year round.

But I'm not a natural salesperson. And yet, like anyone who works in a small team, I do often find myself in the position of having to pick up those leads and convert them into sales.

Now, because I'm not a salesperson I don't like to think of this as 'selling'. Instead I like to look at it as simply drilling down exactly what a client needs so that I can ensure we provide the best possible solution to help them achieve their goals.

The great news for me is that Campus has just made that job so much easier!

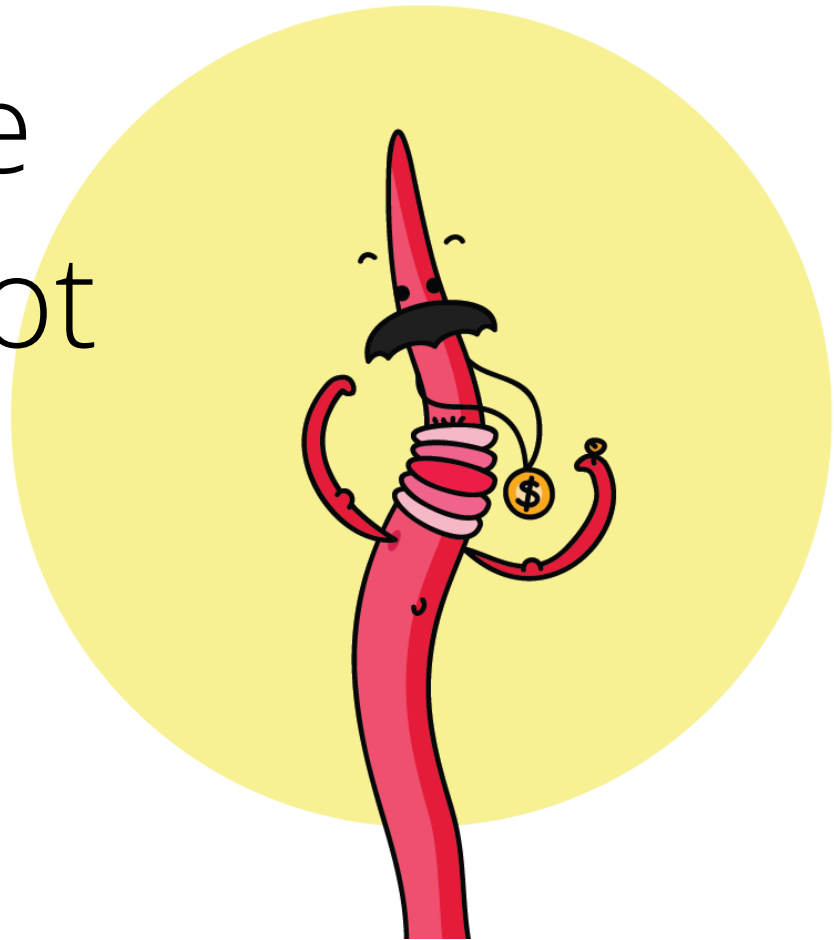
Campus will bring your leads' personalities to life...

Campus allows me to see every interaction a lead has had with our business since they entered our sales funnel. Which pages of our website they've visited; how many times they've looked at an online quote; every click, download, and visit, in real time.

And because what I'm trying to do is gain an insight into the needs of each lead, this information is incredibly powerful. It allows me to build up a detailed picture of every lead so I can provide each of them with exactly what they are looking for.

In this eBook I'll look at the 8 most common types of sales lead that Campus helps me to close.

#1 The Red Hot Lead

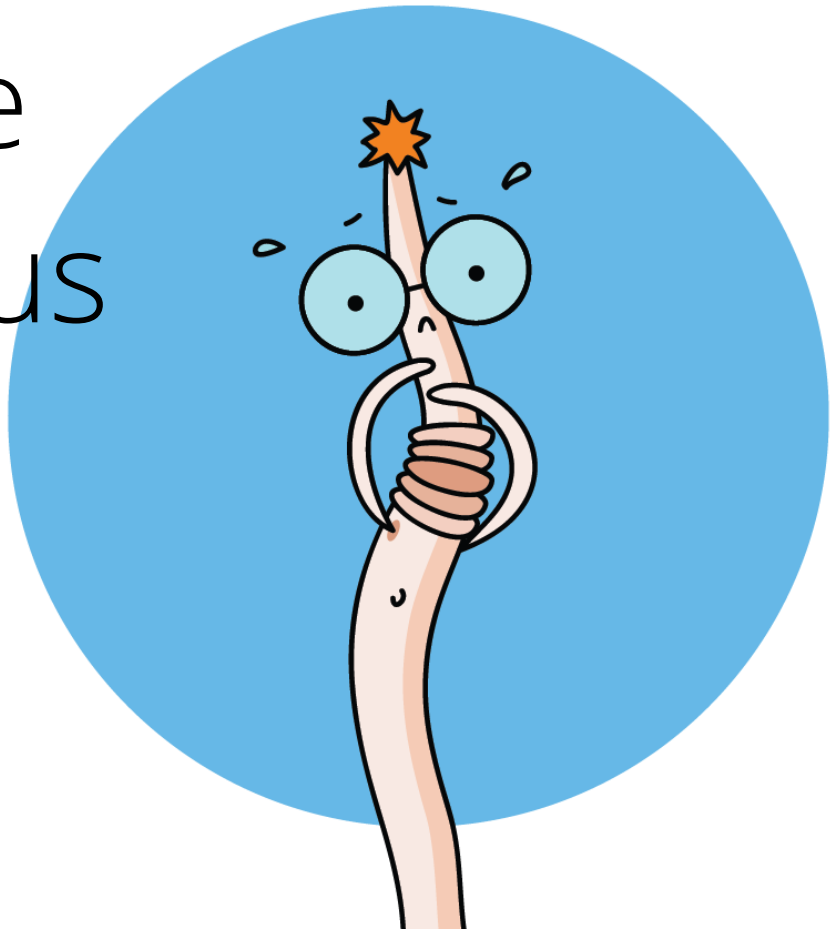


If I'm in a position where I have to be proactive in chasing down leads then Campus's Lead Scoring feature will show me those leads that are right at the end of our sales funnel and are crying out to be closed.

These leads have accrued so many points (through a combination of recent web visits, quote requests, and correspondence) that often all they need is a quick phone call to close the sale.

Using Campus's Touchpoints feature I can go into this call filled with confidence, knowing exactly which product or service the lead is most interested in, which quote they've viewed the most times, and even every correspondence they've ever had with the Sprint team!

#2 The Nervous Lead



The Nervous Lead is often taking its first foray into email marketing. It really wants to take the plunge and embrace our services but is being held back by a few nagging doubts.

These leads usually look at a quote they've received a number of times; constantly trying to weigh up the potential benefits of committing, against the risks associated with stepping into the unknown.

This lead needs empathy and reassurance. It needs me to show that I understand its concerns and provide the necessary information that will help it to justify taking that next step. I'll often send this lead a case study written from the perspective of a previous client that shows how they took this step and never looked back!

#3 The Aficionado Lead

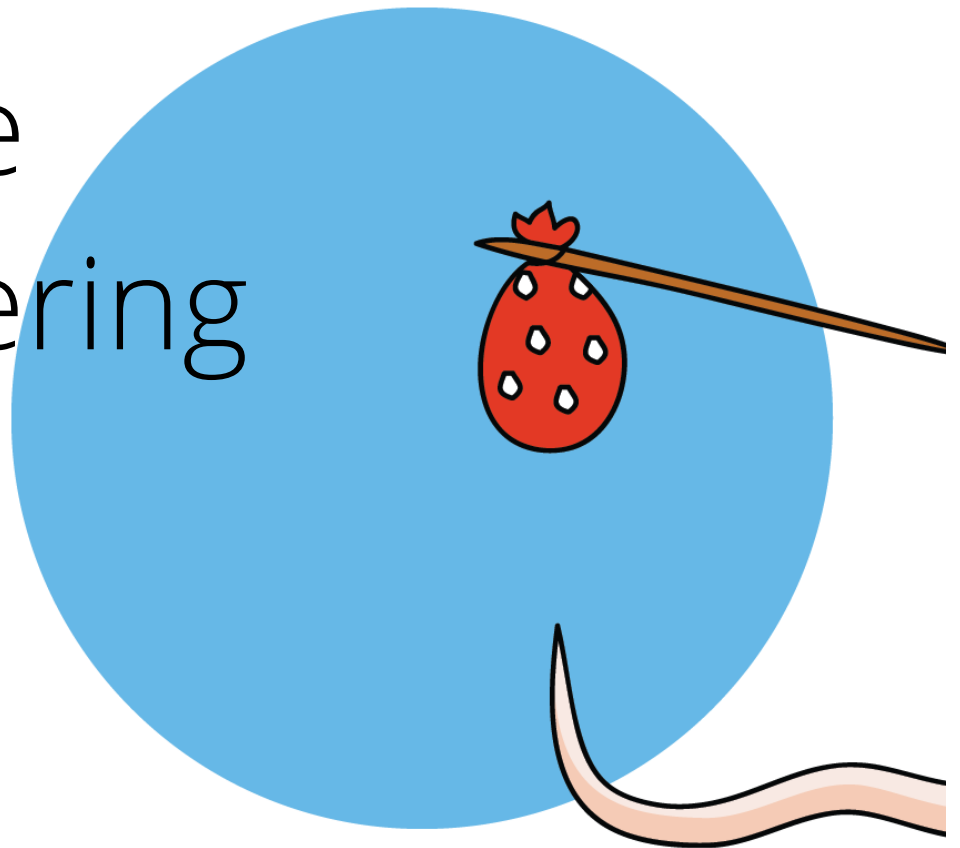


This lead thrives on information and has usually downloaded several of the whitepapers, eBooks, and infographics from our website. Having written many of these resources myself, I have to admit this is my favourite type of lead!

This well-informed lead doesn't need to be sold to; it will close itself if I just keep feeding it with the information it needs in order to feel comfortable with all the subtle nuances of marketing to schools.

When following up with this kindred spirit I usually refer to a key passage from a whitepaper or a particularly relevant infographic stat; thus feeding its thirst for knowledge and giving it the information it needs to move forward with an order.

#4 The Wandering Lead



The Wandering Lead is notoriously tough to close.

This lead is on a quest to find the answer to their marketing headaches. They will often request several versions of quotes and visit many different pages of your website in search of the answer that feels just right.

Before Campus, this lead would have had me chasing my tail for hours on end. With Campus however, I'm forewarned and can prepare accordingly. Simply put, this lead needs me to tell it what the answer is so that it can stop looking.

So, after doing some research into their business and delving into my experience of what has worked best for similar clients in the past, I'll pick up the phone and tell them their quest is over – I have the answer they've been searching for!

#5 The Reappearing Lead



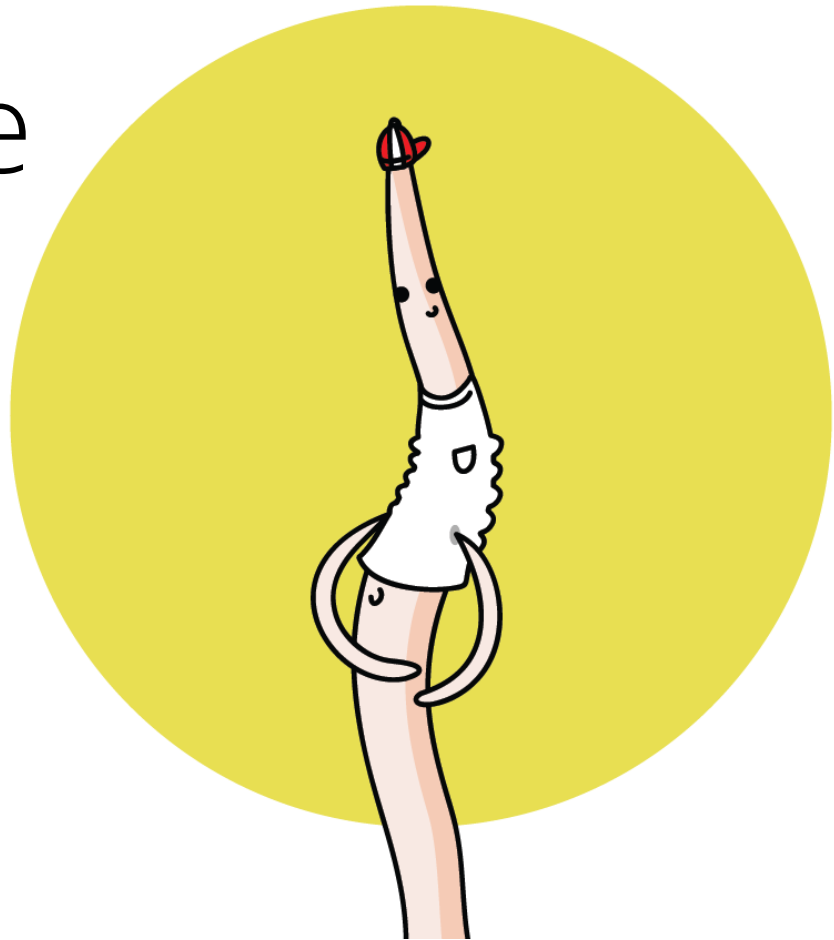
The Reappearing Lead is one of my favourites. It may have received a quote from me a few months ago before either going off the radar or letting me know that it wasn't in a position to move forward at that time. Lead closed.

Then, a few months later, long after I'd given up on it, the Reappearing Lead suddenly pops back on my radar! They've revisited the quote again and started to get reacquainted with our website.

Clearly something has changed; they've either now got a budget to move forward or have tried other avenues unsuccessfully. Before Campus I wouldn't have even known about this, but now I can drop them an email and get things moving forward again.

Thank you Campus!

#6 The Casual Lead

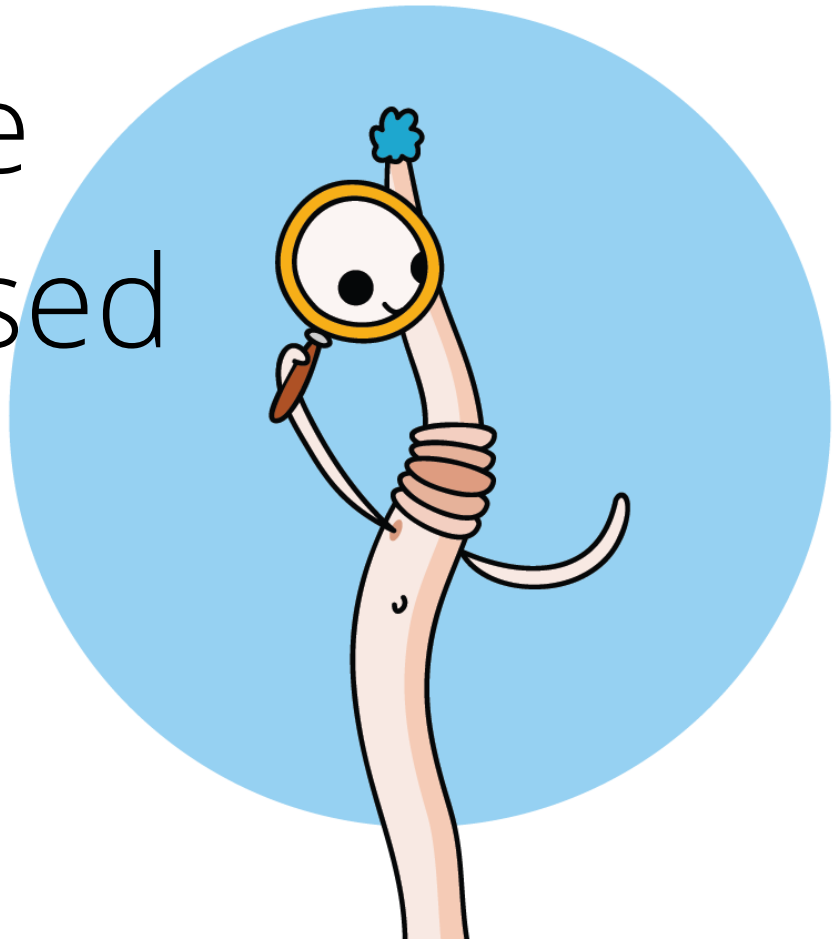


A key part of following up your leads is identifying which ones to focus your energy on and which ones require you to save your effort.

The Casual Lead is often on a bit of a fact-finding mission. They've probably been tasked with the job of gathering a selection of quotes from a range of suppliers so that they can build up a better picture of the sector.

This lead has probably briefly checked out the online quote I sent to him and then gone completely off the radar. I'll send them the usual follow-up email signatures but I won't expend too much of my energy at this time. Instead I'll wait for the lead to make contact when they've had chance to evaluate their findings.

#7 The Focussed Lead

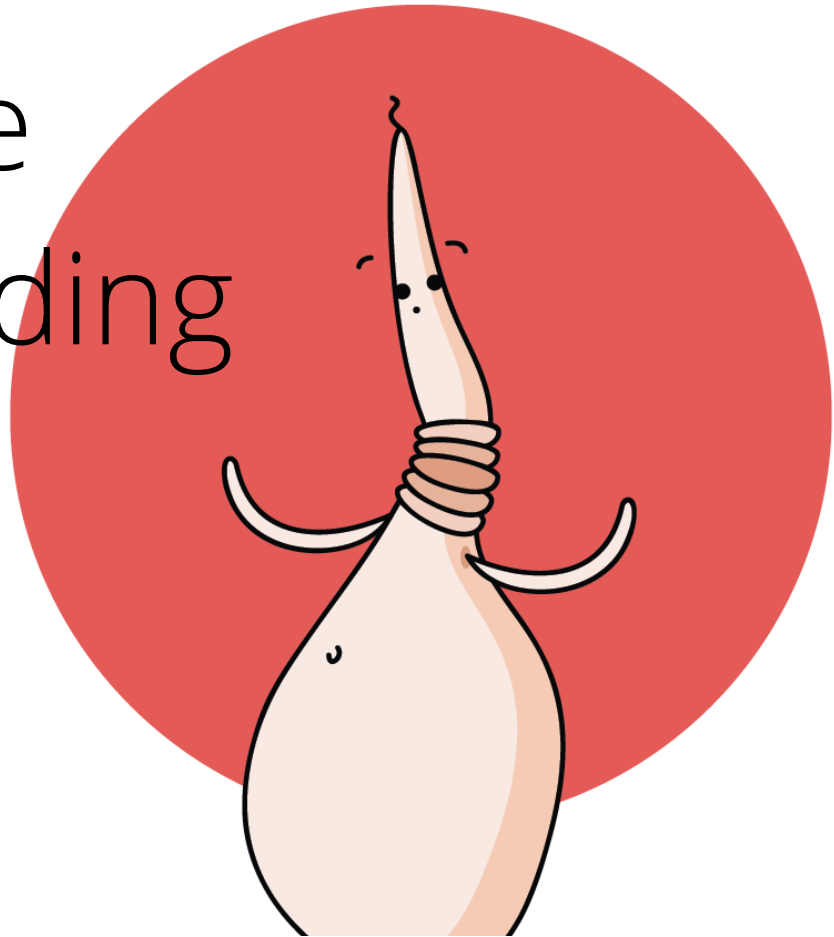


Everything about the Focussed Lead tells me that they mean business. All their activity follows a very specific path, they know exactly what they want, and it's my job to just keep them on that path until they breast the tape!

They will usually have entered our funnel by reading a specific blog or whitepaper, gone on to request a quote regarding the same service, and then visited the specific pages of our website that tell them more about how this service works.

By enabling me to spot this lead, Campus helps to ensure that I can simply hold this lead by the hand and steer it along the right path with the minimum of fuss or effort.

#8 The Expanding Lead



The Expanding Lead is the lead that Campus is really helping us to nurture and, as a result, increase our average order value.

It will start off by requesting a simple quote for a specific product such as a one-off email campaign. I'll send that over and include a few links to pages of our website where they can find out a little bit more about some of our value adding extras.

Then the magic happens.

Using Campus I can sit back and watch that lead grow as it starts to investigate various pages of our website, such as our HTML design gallery and our Lead Analytics page.

Before long, the Expanding Lead has blossomed into a red-hot strategy opportunity and I can respond accordingly by sending them details of our discounted strategy plans!

Get to the heart of what your leads really want!

Before Campus, I hated the idea of having to sell stuff. However, Campus has made me realise that so much of 'selling' is simply understanding what a lead is trying to achieve and making sure I provide the best possible solution to help them achieve their goals.

And that's Campus in a nutshell really. It will enable you and your sales team to really get to the bottom of what your clients' needs are so that you can give them the best possible service and therefore build a long-lasting and mutually beneficial relationship.

WHAT NEXT?

Why don't you stop by Campus HQ for a Live User Experience and see how Campus will enable you to close more leads than ever before? Our sales rocketed by 24% in the first year of using Campus and I'm sure it could do the same for you.

You can book your Live User Experience using the link below, or just give us a call and we'll be happy to arrange it for you.

Book Your Experience: <https://www.sprint-education.co.uk/campus/user-experience>

I look forward to meeting you!



John Smith
Lead Strategist- *Sprint Education*

