KALEIDICO

Maximize Your Internet Leads by Mastering Conversions: A Roadmap for Sales Success

Your Roadmap for Sales Success

Feeling stuck when it comes to finding the perfect leads for your business?

Whether you purchase from lead sources or use marketing to generate internet leads, you struggle to hone in on exactly what makes a lead qualified to guarantee conversion.

If you consistently spin your wheels with leads, something isn't right. There's a better way to maximize conversions.

Maybe the way you source leads isn't the problem. Ask yourself these questions:

- Are leads not converting because of issues within the sales process?
- Are there misunderstandings about what makes a lead qualified?
- Do we have the right tools in place to support sales activities?

As consumer behaviors rapidly evolve and businesses navigate the shifting digital landscape, many sales operations struggle to pinpoint an effective sales strategy. Regardless of how qualified their leads are, they can't maximize sales because they aren't empowered to master conversion — which is both a science and an art.

Rather than dedicate all resources to bringing in the elusive ideal lead, hone in on how you qualify leads and shift your focus to the leads you currently source and work.

We show you how to work internet leads to improve conversion rates, while automating the sales process, personalizing touchpoints, and improving sales performance overall.

Follow this roadmap to increase conversion rates, improve ROI, optimize resources, grow revenue, and scale your business.

Understanding internet leads

What they are, why they matter, and how they differ

Understanding internet leads

The consumer direct model is growing for businesses as consumers increasingly shop for a wide range of products and services online. You want to bring in a share of these internet leads to grow your business.

When you buy internet leads, understand what you're paying for. With buying or generating leads, learn about the mindset of the consumer you're trying to contact and sell to. Let's dig in to clarify these details.

What are internet leads?

Internet leads are essentially consumers who find your product or service online. They're likely browsing for a solution that relates to what you offer. They become a lead when they show interest in your business by requesting more information, asking to be contacted, or otherwise providing more details so you can further engage them.

Internet leads can be generated through your own marketing efforts. In this case, they might find you in search results, get a referral to your company, see your ads or marketing campaigns, all of the above, or a wide range of other unique scenarios depending on your marketing strategies.

They can also be purchased from lead aggregators or other lead generators that attract and collect leads in similar ways and then sell them to businesses like yours.

In either case, knowing internet leads come from many different paths, it's important to gather as much data as you can from these leads as they continue to engage with your business. It's also important to build your sales system in a way that meets their unique needs as they enter your sales funnel to increase engagement and ultimately raise conversion rates.

Importance of internet leads in today's digital landscape

Internet leads will increasingly grow as a source of revenue for businesses as consumers expect to find almost all solutions to their needs online.

Understanding internet leads and building a sales system that converts them is essential to business success.

With leads being generated this way, you also have access to a wider customer base, with the ability to reach more consumers looking for the solution you offer — all while being able to collect, track, and use lead data to inform sales activities.

Leads from your own digital marketing campaigns vs purchased leads

As we mentioned, internet leads might be bought or generated. Let's look at the difference to better understand how your leads are sourced.

Generated leads

To generate leads through your own digital marketing campaigns, you build and support the marketing channels and efforts to reach, attract, collect, and engage those leads.

As you can imagine, that requires various resources like strategic marketing experience, software to support these efforts and manage leads, as well as cooperation between sales and marketing teams within your business.

You don't pay for these leads by buying them but there are necessary costs associated with generating them. And you maintain control over the lead generation process.

Purchased leads

If you purchase leads instead or in addition to generating your own, then you buy them from another source that does its own marketing to reach, attract, and engage leads.

In this case, you don't do the legwork to market to leads, which may save you time and resources. You will however pay for them, usually per lead. You'll also need to ensure the leads you buy come from a reliable source and align with your sales and business objectives.

Is one lead type more exclusive or less competitive than another?

People often have questions around how exclusive internet leads are. You might wonder if generating your own personal leads means less competition. Or is it better to buy leads labeled as “exclusive” from other lead sources?

Unfortunately, people often don’t know what they’re buying with consumer direct leads. In the digital age, there’s no such thing as an exclusive lead.

Consumers are going to multiple places and comparing options, regardless of whether you’ve collected them through your digital marketing campaigns or purchased them — yes, even as “exclusive” leads.

Some lead sources charge top dollar for “exclusive” leads but they can’t control whether those consumers look at your competitors. If you pay upwards of $100-200 per “exclusive” lead, you’ve got a major barrier to ROI without the benefits of a dedicated lead.

The bottom line

Don’t worry so much about sourcing the ideal lead. Instead, diversify where your leads come from so you have a steady flow of prospects.

From there, build a sales system that ensures good contact with leads, builds their confidence and stops them from shopping around.

Understanding lead quality

Identify quality through desirability vs convertibility

Understanding lead quality

Purchasing and generating leads is only the beginning. You also need to understand the quality of leads. This is where things get interesting. Your decisions here help fill your sales pipeline and ultimately grow your business.

To qualify leads, keep the consumer experience in mind for internet leads. Remember how their scenarios vary widely. And take responsibility for the part you play in helping them find the solutions they need.

Beyond getting leads, what actions do you need to take to convert them? We'll show you.

Know how to qualify leads

As you generate, purchase, or otherwise collect leads, how do you know if they'll convert?

Qualify them. To measure whether they're qualified, build a shared definition of quality within your business that isn't entirely based on conversion to a loan.

Define what makes a lead marketing qualified and then what makes it sales qualified.

- **MQL:** A marketing qualified lead (MQL) is one that the marketing team deems qualified based on criteria used to measure the quality of the lead's engagement with marketing campaigns and channels. Once deemed an MQL, the lead is further engaged using targeted marketing efforts to continue building impressions.
- **SQL:** A sales qualified lead (SQL) is one that the marketing and sales teams agree on, using criteria to measure how sales-ready the lead is. After becoming an MQL, a lead that shows clear signs of sales-readiness indicates that the lead is ready to move further into the sales funnel as an SQL.

What makes a high-quality lead?

To establish a baseline to qualify leads, look at each lead's intent. Lead quality is measured by the lead's intent to close a deal. The most high-intent lead has a clear process and next steps in mind for closing the deal.

But this isn't the only type of lead that you should deem qualified or even high-intent. Some leads need more guidance or time to make a purchase decision.

Measure what the quality of each lead's intent is to gauge what sales activities will work best with them and whether they fit into your sales process or not.

Lead desirability vs lead convertibility

To take this concept further, let's look at the difference between **desirable** leads and **convertible** leads.

If you only focus on leads that are qualified to close your preferred loan types, for example, you narrow your customer base significantly. Of course this is your ideal customer. But there are other high-intent leads available, even if they aren't quite ready to apply, get approved, and close.

Being qualified to close a loan is different than being a qualified lead

Instead, consider what leads are convertible, broadening your focus beyond finding your ideal, desirable customer.

Get more practical to deal with real-life lead scenarios. For example, certain loan amounts and low credit scores may not be your ideal filters but they can be more convertible. And you can find simple ways to guide these prospects to becoming ideal customers.

Consider too that even if a lead doesn't have a clear understanding and path to closing, they may still have high-intent to secure financing. They just might not know what it takes to qualify. Think first-time homebuyers, those with low credit scores, or those who couldn't get pre-approved initially.

Adjusting your filters for qualifying leads, and how you prioritize and work a broader range of leads, helps you build a robust sales pipeline.

How to get great leads:
The art of designing your lead filters

Beyond establishing what makes a lead qualified, you need the actual structure to collect and qualify leads.

This comes down to determining what filters you'll use to hone in on leads that are valuable to your business, whether you purchase leads or generate them on your own.

Provide these filters to the source you buy leads from or build them into your own lead collection system.

Do the leads have attributes to convert?

The filters that identify your ideal customer are a great starting point but you need to raise conversions and fill your pipeline, not wait for golden eggs.

So broaden your filters to include the leads that have some required attributes but not all. This could even mean that the only qualification they have is that they're serious about securing financing. They'll engage with you and appreciate the guidance you offer. This pays off in time.

On the other hand, decide what filters would deem a lead low-quality. For example, what filters help you avoid unresponsive prospects or leads looking for products you simply don't offer.

Working purchased internet leads

Maximize leads in an elongated sales cycle

Working purchased internet leads

You've purchased, generated, and qualified leads. Now it's time to explore the best way to work them.

We'll share the considerations and methods you need to not only work purchased leads but actually convert them.

Most importantly, let's explore the realities of the current sales cycle and how lead nurturing isn't just an add-on to your sales process, it's a baseline requirement.

Maximize more leads even in an elongated sales cycle

Let's step back again for some general context on the leads you've purchased. In this current market, many people looking to secure home financing have been slower to close on their loans.

Whether it's what they intended or not, the process to buy a house is slower with less inventory, higher prices, and rising interest rates.

In general, consumers have been slower to make financial decisions because of inflation as well. This could slow their path to refinancing or borrowing against their home equity.

Expect this to impact your sales cycle. And stay in the game as the sales cycle elongates.

The more you can understand where your leads are coming from in their day-to-day lives, the clearer the sales process you can put into place to meet them and help them along the path to closing.

Rather than deem your leads unworthy when they don't convert quickly, consider the full picture to convert more leads within the reality of current markets and consumer behaviors.

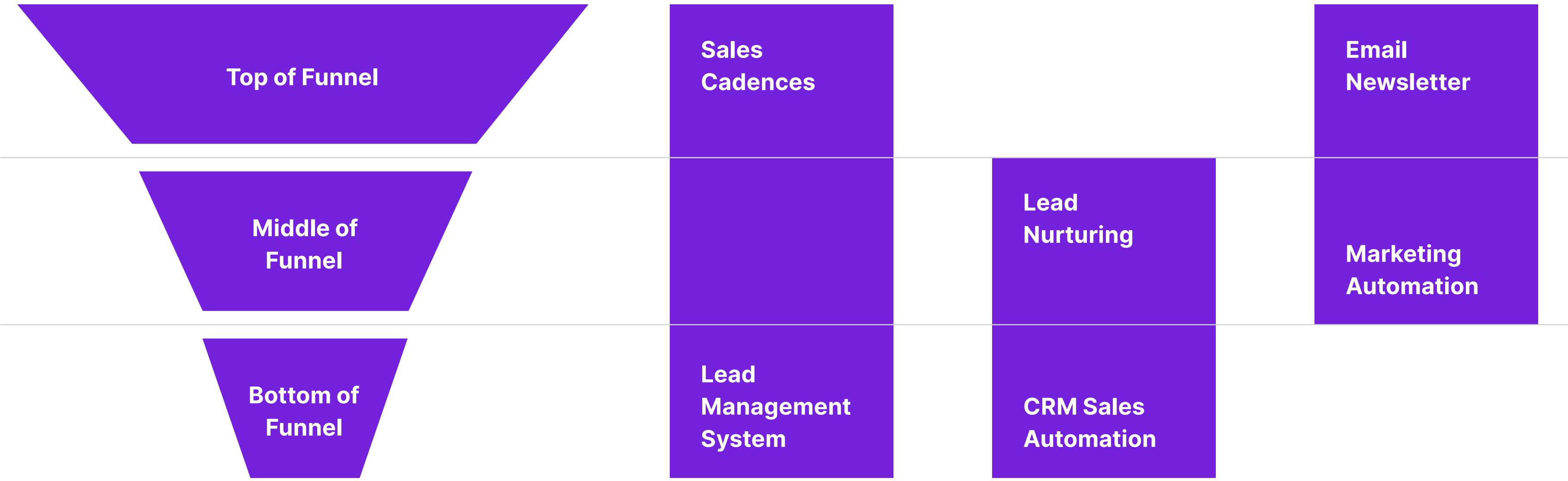
Consider these basics when buying leads from a lead provider

Integrate purchased leads into your sales process smoothly. Keep in mind how they flow into your sales process and, again, where they've come from.

They've researched options and found a lead aggregator or generator that you purchased the lead from, showing their interest in being contacted. You haven't marketed directly to them like leads you generate. They likely haven't seen targeted marketing campaigns but might've seen your marketing among competitors through online research.

Gauge their current impression of you and their intent early in your interactions. From there, get them up to speed on what your business uniquely offers, how you can help, and why your products are better than the competition.

Create contact strategies that cover consumers as they enter and move within the funnel



- **Sales cadences** match sales statuses to where leads are and keep them moving
- **Lead nurturing** moves prospects forward, highlight and seek pain points and benefits that trigger action in prospects
- **Email marketing** keeps every lead warm and aware of your offerings and changes in the the market or their situation that make your products increasingly relevant and urgent to them

Why lead nurturing must be a part of the sales process

Just because you purchase leads doesn't mean they will convert. Yes they've been filtered to a certain extent and have shown promise of becoming a customer. But remember that behind the data you see for each lead is a human with unique needs and sometimes unpredictable behaviors.

Unfortunately many businesses forget about the nuances of managing leads. And they overlook options like lead nurturing for navigating these nuances to successfully convert more leads.

Without lead nurturing in place, you throw leads away. All leads have intent to secure financing. Otherwise, they wouldn't have engaged in the first place.

Do you have a system that keeps you top of mind with these leads? Are you visible to them when they're ready to move forward? Are you educating them on how to move forward?

Keep reading to see what methods you can use to build a lead nurturing system →

Methods for nurturing and converting purchased leads

Map lead nurturing sequences to circumstances

You can build and even automate sales sequences that are tailored to your different lead segments. Create lead nurturing sequences based on lead circumstances like the following:

- **No contact and/or aged leads:** This doesn't mean they're not interested, they just haven't moved forward yet.
- **Contacted:** You've made some touchpoints but aren't fully engaged yet.
- **Pre-approved but no application:** They haven't moved to the next step yet but are still in the process of securing financing.
- **Not yet able to qualify for loan:** They have intent but need guidance to qualify.
- **Uninterested:** Things might've changed. You're still here to help and it's not too late to choose you as their lender.

Use situational triggers for re-engagement

Within your various lead nurturing sequences, use situational triggers as a reason to re-engage leads.

You can check in based on time passed, changes in the market, or even special offers.

Brianna, we got a decent dip in rates this week. We should check on your mortgage and see if there are better options.

It'll take 15 minutes tops. Do you have time this week?

Justin, we haven't talked in a few months. Should we do a quick check-in on your mortgage? Rates are moving again.

Oh, by the way, this is Bill Rice from Hometown Lender, NMLS 55555

Use content to restart the conversation

Automated email marketing can help here but you can also send personalized sales sequences tailored to leads you're nurturing based on what information would be most relevant to them.

Show you're a trusted advisor and send relevant updates, resources, and news that demonstrates the value of your relationship and helps them move closer to being sales-ready.

Subject Line: Consumers are getting cash from their home equity

Ali,

I saw this today: https://fortune.com/recommends/article/what-are-home-equity-loans/.

I'm checking in with my clients to see if they want to get cash out from their growing home equity.

Do you want to chat this week?

Let me know a couple of times or, if it's easier, grab a time that works for you: https://calendly.com/bill-rice/quick-call

Effective communication strategies

Leverage an omnichannel approach and automation

Effective communication strategies

It’s time to get more specific about how you communicate with leads for the best chances of engagement and conversion.

Make the most of each communication channel efficiently without overwhelming the sales team. Use automation and pace the frequency of your communication to build personalized relationships with each lead.

How to leverage all communication channels

From your marketing channels to direct sales touchpoints, we’ve outlined how to use an omnichannel approach. Clarify the purpose of each channel and use these tips to engage leads successfully.

Keep in mind that all of these channels offer opportunities to automate communication, which we’ll get into in the next section. Don’t get overwhelmed by how to manage the various types of touchpoints. Instead consider how each of them fits into your overall toolkit for working leads.

See our simple breakdown of how to use personalized sales touchpoints vs broader marketing channels →

Personalized sales touchpoints

The core channels you'll work with to engage leads most effectively are text, phone, and email. Below we've explained how each one should be used in modern sales to keep up with evolving consumer behaviors and to get the best engagement results while also protecting the sales team's time and resources.

	TEXT	PHONE/VOICEMAIL	EMAIL
Responsiveness	Easy for a lead to respond quickly in many circumstances	Lead will get voicemail but might not return call if they weren't expecting it	Might take a day or two for lead to respond or can have quick response
Purpose	For quick check-ins, reminders, and follow-ups	For personal connection, to learn needs, present solutions, or work through next steps	Quick way to provide a range of information, including next steps/ process
Content	Can work as a heads up: I sent you an email/will be calling you/left you a voicemail	Prepare to leave an informative, concise voicemail that informs your call if they answer	Can be short as check-ins, reminders, or follow-ups or provide in-depth info
Best results	Make texts conversational and short, can send more than one at a time	Schedule calls first through text or email in many cases	Include helpful resources in every email like contact info, links, etc.

Broader marketing channels

Outside of direct personal contact through text, phone, and email, your broader marketing channels serve as essential ways to show up where your leads are and stay relevant. To optimize these channels for conversion, sales and marketing need to align their efforts.

Social media

- Not personalized but can target certain audiences
- Show up in front of leads where they already browse and spend time
- Social proof of happy customers
- Share relevant and helpful information

Email marketing

- Not personalized but can segment audiences
- Share content, news, videos, solutions, offers, and other assets
- Show up in leads' inboxes consistently
- Give them incentives and a clear path to engage

Website

- The hub for all of your resources
- Has relevant landing pages, product pages, blogs, and CTAs that leads engage with when coming from other channels
- Makes it easy for leads to get in touch or take next steps

Advertising

- Digital ads are targeted to provide reminders to leads of your brand and solutions
- Can show up in a lead's browser, search results, or social media channels

How to run automation without annoying your leads

Automation helps you with consistent sales activities, which results in predictable outcomes. Think of automations as a personal assistant that supports sales activities.

Plan for personalized initial touchpoints with leads. Then rely on automation for triggered next steps and follow-ups that use elements of personalization.

For example, the first introduction to a salesperson should be highly personal. You want to build this relationship with the lead and start by making a human connection. As you continue to connect you can mix automated touchpoints with personalized content for best results.

Personalize communication to build relationships

From here, you can use personalization in triggered automations that support your sales outreach with fresh leads. Then as leads age and move into the nurturing phase, automations can be used more often.

Don't forget to do personalized check-ins and follow-ups occasionally for best results though. (We get into this more in our sales sequences in the next section.)

Pro Tip

Rely on your CRM system (which we'll dig into later) to create smooth and effective automations. Design your automations around and to support your current sales process. Map it to lead statuses as they progress through the sales funnel.

Look at the data in your CRM system to see what's actually happening within your lead journeys to ensure automations and lead flow is functioning well, rather than make assumptions or guesses about performance.

Conversion strategies

Take action with Kaleidico's proven Prism Sales Sequence

Conversion strategies

Now let's put all of these pieces together to help you convert leads.

We've developed an actionable B2C sales sequence inspired by Sam Nelson's B2B Agoge methodology, adapted to consumer behavior and sales techniques that work best within the financial and lending industries.

PRISM SALES SEQUENCE

Kaleidico's Prism Sales Sequence for converting leads

With this multifaceted framework, you'll create a sales funnel that your leads will flow into and through to convert effectively.

We break down our Prism Sales Sequence into two phases:

- **Phase 1: Fresh leads** — Focused on establishing a relationship supported by automation and proactive, hands-on communication
- **Phase 2: Aged leads** — Focused on retaining lead's attention through relevancy and consistency with fewer personal touchpoints

The sales sequence uses an omnichannel approach that takes into consideration the following factors:

- Effective initial outreach efforts after receiving a fresh lead
- Lead response scenarios (no contact, not interested, engaged, etc.)
- Lead nurturing for existing and aged leads
- Qualification to determine intent of each lead and steps they need to move forward

How to make the most of the Prism Sales Sequence

As you'll see, we note which sales activities can be automated vs which ones need to be manual. We've also included a note about the content recommended for each touch point, which you can build from to best reach your leads.

Keep in mind that you can use more automation for leads that aren't ready to build a relationship and haven't shown high intent, but high-intent leads need more hands-on contact.

Sales activities are sorted by a spectrum of color, with the purple being the most important for personalization (to make a strong impression), to blue denoting touchpoints like reminders, follow-ups, and a consistent way to show up.

Prism Sales Sequence: Phase 1 for Fresh Leads

Establish a relationship supported by automation and proactive, hands-on communication

DAY	TOUCH POINT	EFFORT	CONTENT
Day 1	Email confirmation	Automated	Immediate, what to expect next
	Text	Manual	Quick intro
	Phone call	Manual	Intro with details
Day 2	Phone call	Manual	Follow-up
	Email	Automated	Email supports voicemail you just left
Day 4	Email resources	Automated	Share relevant info with personalization
Day 7	Phone call	Manual	Reach out at end of 1st week
	Text	Automated	Support voicemail
Day 9	Phone call	Manual	Follow up
Day 14	New email	Manual	Check in with personal details
Day 15	Reply email	Automated	Reminder
Day 16	Reply email	Automated	Reminder
Day 18	Phone call	Manual	Follow up
Day 19	Phone call	Manual	Progress the conversation
Day 22	Text	Manual	Check in with personal details
	New email	Automated	Follow up in email
Day 25	Reply email	Manual	Reminder/follow up
Day 27	Phone call	Manual	Check in
Day 30	Clarify status	Manual	Gauge where to move lead next

Prism Sales Sequence: Phase 2 for Aged Leads

Retain lead's attention through relevancy and consistency with fewer personal touchpoints

DAY	TOUCH POINT	EFFORT	CONTENT
Day 1	Email	Automated	Send resources
Day 3	Text	Manual	Check in/re-engage
Day 5	Text	Automated	Share relevant info
Day 7	Phone call	Manual	Reach out after 1 week
Day 10	Email	Manual	Follow up
Day 14	Text	Automated	Share relevant info
Day 17	Email	Automated	Send resources
Day 18	Reply email	Manual	Reminder
Day 21	Text	Manual	Follow up
Day 23	Phone call	Manual	Try to re-engage
	Email	Manual	Support voicemail
Day 25	Text	Automated	Check in
Day 27	Email	Automated	Send resources
Day 30	Phone call	Manual	One more check in
	Clarify status	Manual	Gauge where to move lead next

CRM and lead management tools

Why they matter, how to use them, and popular tools

CRM and lead management tools

Support the sales strategies that you've invested in with the right toolkit and technologies. With the right tools in place, you'll overcome common challenges your competitors are facing and boost conversions, all while using a data-backed system.

Importance of CRM system in managing internet leads

With the right Customer Relationship Management (CRM) system in place, you gain the lead management tools needed to ensure you have real-time lead collection, qualification, and distribution. As we've described, leads can come from many different sources with many different needs. Your CRM system helps you make sense of all lead data.

Properly account for every lead and move them down a clear path through your sales funnel by making the most of the latest technologies.

Within your CRM your business gains visibility into the sales process, which allows for better performance tracking, insightful analytics, and sales consistency — all of which contribute to spotting opportunities for improvement and maximizing lead conversions.

How to use these tools for tracking and managing leads

Many lenders have a CRM system in place but are often looking for something better, a silver bullet perhaps. But in many cases, they're not using the full capabilities of their current system.

Instead of searching for the perfect solution, note whether your system has the capabilities to perform these essential functions for lead management:

- ✓ Lead collection
- ✓ Lead qualification
- ✓ Lead distribution
- ✓ Journey mapping
- ✓ Automation
- ✓ Analytics
- ✓ Integrations

Leveraging these features helps you create consistency across your organization in how you sell to leads. If you don't have these capabilities, explore solutions that do, whether it's a new CRM system or other software that integrates with your current system.

Overview of popular CRM tools

We share the popular CRM systems within the lending and financial services industry. Get familiar with these examples. See whether they could give your business the capabilities it needs to increase sales and profitability or how they stack up to your current system.

Tier 1 CRM systems

- **High Level:** High Level boasts a user-friendly interface and centralized platform for lead capture, management, and nurturing to effectively convert leads. Built for agencies and marketing teams, it offers automation capabilities for lead follow-ups through text and email campaigns. It also integrates with various other tools and provides detailed analytics to track engagement and performance.
- **Bonzo:** Bonzo is known for its personalization capabilities aimed at building strong relationships with leads for businesses that want to scale while still connecting with prospects. It deems itself "conversation software" that provides simplicity, automation, and authentic outreach. Its automation supports personalized follow-ups. It also integrates with various other software.
- **Jungo:** Jungo is made by Salesforce to be specifically designed for the mortgage industry with capabilities for further customization as well. This means it includes features for pipeline management, referral tracking, loan origination, document sharing and tracking, and compliance management, along with marketing automation to engage leads. It also integrates with other popular industry tools like Encompass and more.

Tier 2 CRM systems

- **Surefire:** Black Knight's Surefire CRM is another mortgage-specific CRM system that offers robust marketing automation and personalization for email marketing, direct mail, and even referral partnerships with additional options for customization. It also offers compliance management and reporting to track lead engagement and campaign performance. It can integrate with Encompass and other lender-specific tools as well.
- **Shape Software:** Shape is a lead management system built to streamline how businesses in various industries (including mortgage) capture, track, and convert leads using lead distribution features and workflow automation for lead communications. It provides reporting and analytics to track lead and team performance. It also integrates with many third-party tools that can enhance workflow.

Incumbent

- **Velocify:** A well-known CRM among lenders and financial institutions, Velocify is meant to help sales teams manage leads, automate communication, and track sales activities, providing customization and scalability. It's part of the ICE Mortgage Technology Platform. Because of its robust capabilities, it requires the need for a full-time administrator to manage it properly. Velocify also integrates with various tools to enhance its functionality.

Popular for lead nurturing

- **Total Expert:** Total Expert specializes in mortgage and financial services spaces with features tailored to support customer engagement, marketing automation, and compliance management. Many within the industry rely on it for lead nurturing capabilities as it creates dynamic, actionable customer records through aggregating behavioral, demographic, and financial data. It's also customizable and scalable and can integrate with other industry-standard software solutions.

Improve ROI with increased sales success

Maximize your internet leads by mastering conversions

With this roadmap you can likely answer the initial questions we asked with more clarity now:

- Are leads not converting because of issues within the sales process?
- Are there misunderstandings about what makes a lead qualified?
- Do we have the right tools in place to support sales activities?

Beyond knowing how to source leads, you can see how both the art and science of conversion impacts whether those leads will be valuable to your business.

Consumers are increasingly doing business online. Sales technologies are evolving to not only meet this growing demand but also optimize it.

Will your business embrace these changes and blow past your competition?

Empower your team with a sales process that values leads' intent, broadens what makes a lead qualified, supports sales activities, and personalizes lead interactions, all while improving your ROI and raising conversion rates.

Let's grow your business together

Schedule a free discovery and strategy session with us.

Kaleidico helps you generate and purchase qualified leads while also supporting the content and sales cadences you need to engage and convert leads within your sales process.

Together we'll explore your needs and goals to help you get quick results, convert more leads, and empower your business for growth.