

Research Note: Nurture The Leads You Have And Triple Your Sales Volume

By RainToday.com Research Team

In our recently released research [What's Working In Lead Generation](#), we asked participants to report what percentage of their leads typically arrive as "sales-ready," "needs nurturing," or "disqualified." Look at the graph below and notice that, on average, 25% of professional services leads are considered sales-ready, 50% require further nurturing, and 25% are disqualified.

The middle number is worth repeating: half of all leads require further nurturing before the "elusive time of need" arrives.

Takeaway: Nurture the leads you have. Many companies let the leads they work so hard to generate drop out of their pipeline.* In our experience, service businesses are better at staying on sales-ready leads, and notoriously bad at staying on leads that need further nurturing.

If your company is one of the many that are poor at staying on leads that are not sales-ready when they present themselves, you are likely missing out on 2/3 of your new business opportunities.

This is less a question of lead generation, and more a question of the systems and processes you have in place for lead nurturing. Lead nurturing allows you to stay top-of-mind with prospects that will eventually look to solve their problems with someone's help (e.g. your help, a competitor of yours, internal staff), and gets the issues you can help with to the tops of their to-do lists

Caveat: Provide value in your marketing. Lead nurturing is not calling your targets every two weeks to ask them if they are ready to buy your services yet.

Lead nurturing is your opportunity to demonstrate the value you can provide and position yourself as a resource. Send 1-to-1 communications using the phone, email, and mail that include a value based offer such as an article that addresses your prospect's challenge, an invitation to a networking event, seminar, or webinar that might be of interest to them (even better if you are the one speaking at the event), a white paper, etc.

In sum, nurture your leads and you can triple your sales pipeline. What are you waiting for?

* A *BtoB Magazine* article April 14, 2003 cited an estimate by the Yankee Group that between 40% and 80% of new business leads are lost, not followed up upon, or otherwise mishandled due to poor company processes.