

## **Relationships and Leads**

When it comes to obtaining leads for your business, it's usually what happens after the lead is secured that will decide whether the final sale is ultimately closed. While you may initially think that getting leads is the difficult part, the follow up as well as building trust and rapport with the customer or client often serves to stymie those who are unfamiliar with the process. Building the relationships with the leads is extremely important.

If you are obtaining cold leads, you need to have a way to contact them that is unobtrusive and friendly. No one likes to be spammed, and in today's world of FCC CAN SPAM rules, all marketers need to be exceptionally careful.

One way to contact cold leads is to offer them something of value. The general buying public loves to receive free things, and so, giving them a report, a video, or some other type of value-offering is a great way to get your foot in the door with them and begin to build trust.

If you're dealing with warm leads, your job is much easier. With a warm lead, the potential customer or client already knows you, or is at least familiar with your name, and what you offer. Maybe they've been referred to you by a trusted friend, relative or business associate, or they've seen you in online or print ads, and have signed up to receive information from you.

These are the best leads to have because you already have a solid foundation on which to build the relationship that will eventually turn into the sale. Warm leads are more approachable, and far easier to close than cold leads.

The relationship you build with your leads is what essentially allows them to begin to trust you. Without trust, you will not accomplish your sales goals, and therefore the relationship-building process is extremely important. Trust and familiarity with you breeds the emotional attachment that will allow the lead to get out their credit card and buy from you.

Creating a strong relationship with your leads and buyers will ultimately lead to repeat purchases, and higher-dollar purchases as well. The more your audience

likes, trust, and feels a comradery with you, the more apt they are to purchase, time and time again.

So while getting the leads is the first step, and an important one at that, don't discount the follow up and relationship-building, because that's what truly leads to the sales!