

EXPORT QUICK HITS: EFFECTIVE LEAD-NURTURING STRATEGIES

Develop customer service standards - Internal customer service policies, standards, and benchmarks ensure that employees communicate with customers in a consistent way.

Prioritize customer service when onboarding and training of staff - Customers are not only buying a product or service, but they are also buying the way a company does business. Whether interacting with a long-term or first-time clients, developing a strong rapport is a critical part of building good customer relationships.

Have a conversation - Communicating regularly with customers builds trust and having a system to track the information they have shared can be useful in future conversations. Be involved in the conversation and ask clarifying questions. These questions can provide you with feedback on your products and services, and what you could improve on or add to your offerings.

Develop a communication strategy – Your clients must determine which communication method is best for their business and customers. For a service-based business, touching base over the telephone can be a great way to remain top of mind. It doesn't have to be a sales call, but simply an opportunity to build a strong relationship. Market-specific newsletters are a great way to let customers know about promotions or success stories, milestones, or experiences. Consider working with a translation company to put some of your content into the language of the country you are working with.

Setting up your team and technology platforms – Have your clients establish and review the roles and responsibilities of a successful lead nurturing team, including learning what skill sets and technology resources are needed to increase efficiency and grow revenue faster. Align sales and marketing teams to execute on potential leads based on segmentation of prospective customers by dividing leads into definable and actionable parts.

Measurement – A process should be established to measure and track nurturing and satisfaction levels of all clients. Qualitative and quantitative objectives help achieve targets.