

The #1 Thing You Absolutely, Positively Must Have to Convert Leads

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To improve your lead conversion process you not only have to have the right people, but you also have to have the right system.

A lot of law firms don't use a system. They don't have protocols, they don't have checklists, they don't have step one/step two/step three, and they don't have software. You need all of that if you're really going to have a well-oiled machine that is going to convert the maximum number of leads possible.

And it's software that drives all of this. By the way, Excel is not a system; Outlook is not a system. They may be great for managing and manipulating data and spreadsheets, but that's not a system. You need a system that actually helps you track and convert more of those leads into retained or paying clients.

That's why we developed the Rainmaker Lead Conversion System early on. It's a software-generated approach that includes training and consulting with a firm's staff on best practices, but at the heart of it is a software-driven system that tracks where all your leads are coming from.

It tracks what your conversion rate is by office location if you have multiple offices, by attorney, how many of those appointments actually show up, how many convert to retained clients, and more. After the initial consultation, it sends out auto responder e-mails that follow up and track every single lead. It has a series of action-trigger sequences. It's a very, very comprehensive system, and if you want to run an effective lead conversion program, you can't just use Excel.

Most of the time, in order for your lead conversion system to really be effective, you need to have a minimum of 30 to 50 leads per month. If you're getting fewer than 30 leads per month consistently, you really need to work more on lead generation.

But for those law firms that are getting 30 to 50 or more leads per month, lead conversion is a huge opportunity, and the closer you get to 100 – and I know some of the people reading this are probably getting several hundred leads per month – you're absolutely leaving money on the table if you don't have a software-driven system in addition to sales training for your people.

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National Law Review, Volume IV, Number 253

Source URL: <https://natlawreview.com/article/1-thing-you-absolutely-positively-must-have-to-convert-leads>