

Time is of the Essence!

**Don't Neglect those
Email Leads.**



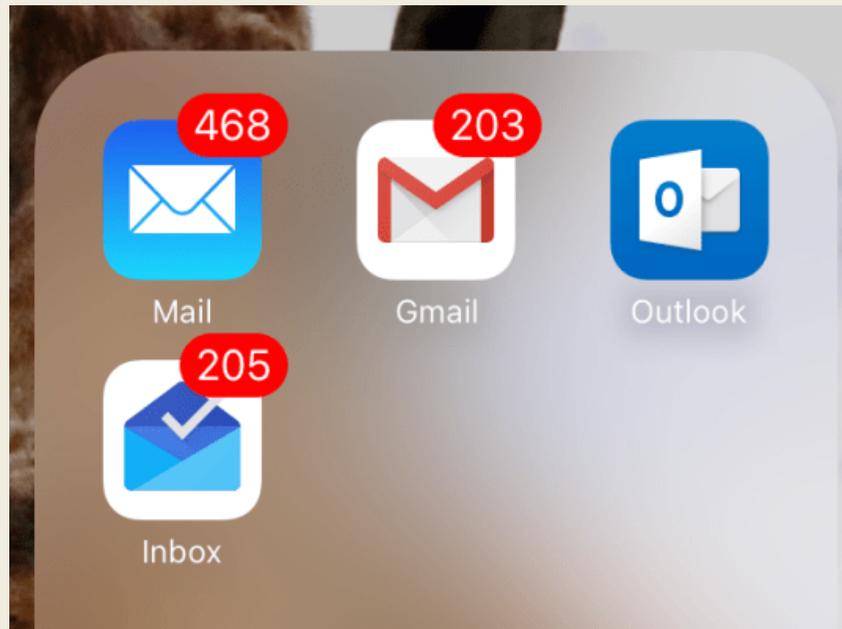
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Recruit Train Retain

Old Ways.....



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New Ways



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Clear Policy and Plan

Email Management Software

Create Scripts & Templates (+ Personal)

Train staff to recognise the importance

Respond with urgency

Choose Language – tone fits the brand

Follow Up!



Management Software

HubSpot

Zapier

OptinMonster

Campaign Monitor

MailChimp

Constant Contact

Mad Mimi



Different Method – Same Goal

Conversation = Conversion

An online contact is the first step towards a potential partnership.

The response gives a first impression and touch point for the future relationship.



Scripts

Opening – positive and show appreciation.

Confirm Understanding – mention their inquiry.

Body – Provide the requested information

Scripts should be personalized whenever possible.

Provide additional information

Close with an invitation to take the next step (a call to action)



Check for Smile / Friendly Tone



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Action / Activity

Drafting Notes for a 'Responding to Leads Policy'

How are email and social media enquiries managed in your business now?

Who is responsible for the role?

What plan is in place when they are on leave?

What is the response deadline?

How are out of hours enquiries managed? (Bot Reply?)

What can be improved?

How can I relay this information to the team?



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Whenever you
feel bad, just
remember that
Coca-Cola only
sold 25 bottles
the first year.
Never give up!

[/UsefulGen](#)



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