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Academy

TOP 10 TOOLS
TO INCREASE SALES
CONVERSION

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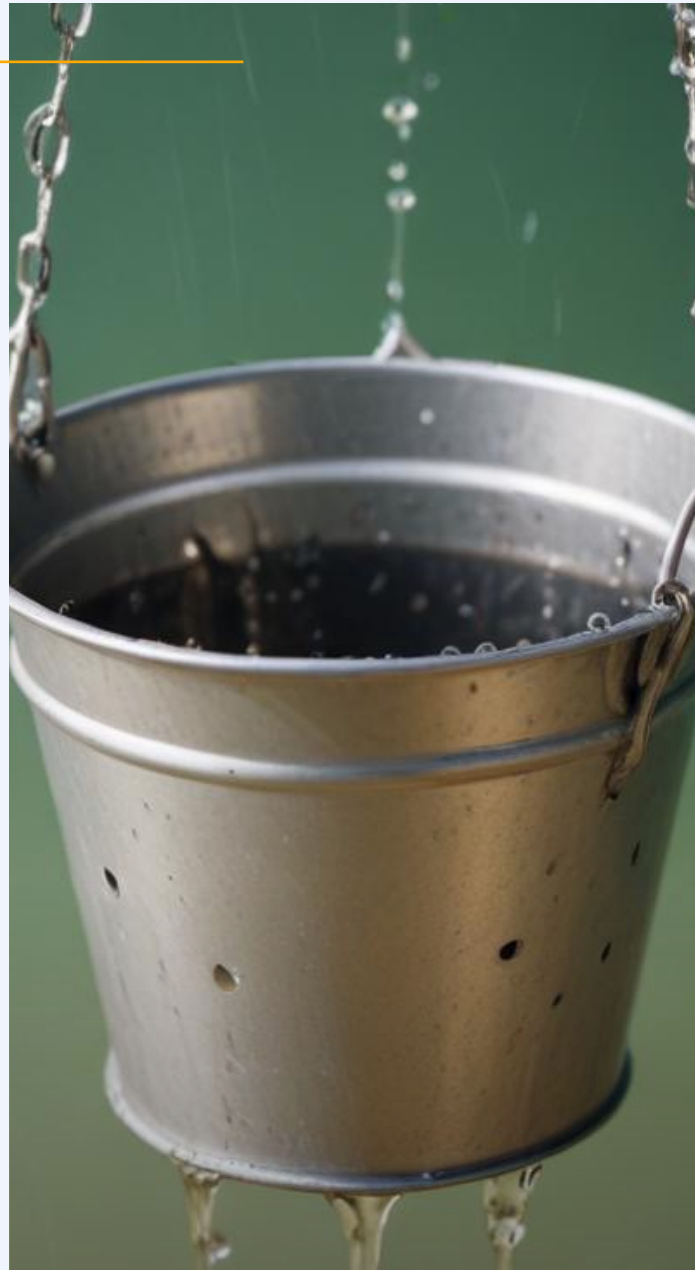
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If you spoke to a hundred salespeople, they would tell you, that what they really want is more leads. The reality is, that what they really need, is a better sales conversion.

Salespeople think they want a bigger bucket, but the problem is that many sales buckets have a number of holes in them. No matter how great a salesperson you think you are, no one achieves 100% conversion. The truth is we all have holes in our sales bucket.

What the top 3% percent of sales professionals know is **the key to hitting higher targets and better margins is to have fewer holes in your bucket.** Increasing your conversion rate from presentation to sale can have an exponential effect on the bottom line. It can make even the most junior salesperson outperform a well-established senior salesperson.

Improving sales conversion is just as important in a bricks-and-mortar retail environment as well as a professional or service-based business.



The key to hitting higher targets and better margins is to have fewer holes in your bucket.

Here are 10 ideas on how to boost your sales conversions:

1 Personalised Marketing

Everyone likes to feel like what they're buying has been personalised for them. The better you can tailor the marketing messaging, the better you will attract clients who feel like you completely understand their problems and what they're trying to achieve.

Prospects who show up from personalised marketing to a sales appointment are more highly qualified and more likely to be pre-converted.

For example, if you offer digital printing specifically for real estate agents, not only would real estate agents feel more confident in your company, but they would also likely pay more and make a decision faster.



Review your marketing collateral to see if it's targeted to your specific market or niche.

2 High-Quality Customer Service

You might think this goes without saying, but the reality is that many businesses today offer service levels below customer expectations. This presents a unique opportunity to over-deliver for your clients.



A brilliant session today with Karl, educational, engaging and full of practical tips and take-aways! Thank you for your time, energy and passion!

Monique Richardson



When business is tough, it's tempting to pull back on some of the optional extras, but the opposite is true. Now is the time to double down and over-service your clients. Create a unique point of difference for them so they can't help but brag about you to their friends and online review sites like Google Reviews.

It doesn't need to be an expensive gesture; sometimes it can be as simple as a text to let them know ahead of time when their service or item will be ready, along with a photo.

**WANT TO KNOW
YOUR ONLINE
REPUTATION
HEALTH SCORE?**

**TAKE THE
TEST NOW**



**Look for ways that you can
out-service the competition.**

3

Optimise Your Website and Online Store

Once upon a time, people thought websites were a luxury. Today, your website is a digital brochure of your business. If it's been more than three years since you've updated your website, it's likely looking very old and tired.

Compare your website to that of your competition; you might be surprised to see that this is something you've put off for too long.

There's a great statistic that says 7/11/4, which means 7 hours of content across 11 touchpoints and 4 platforms. In today's digital world, people's attention spans are getting shorter, and the number of impressions they need to see of your brand is increasing.

Make sure your website and Google Business Profile represents the current impression they will get when they interact with you in person.



Review your competitors' websites and see where you need to improve yours.



Karl's work is so simple and effective. The power of reputation to generate leads and SEO performance. Brilliant workshop

Cat and Pete Liston



4

Implement a Loyalty Program

Even if you have the most amazing business on the planet, the reality is that we are preconditioned as humans to look out for ourselves. While your clients might love you and everything you've done to help them, creating a loyalty program can go a long way to increasing client conversion.

The key is not to treat every single client the same. Find out what can be uniquely tailored to them as a reward. The better you can do this, the higher the impact will be, and the greater the personal referral will be.

Shift the strategy from being merely reactive and happening by chance to being a strategic, proactive strategy for your business.



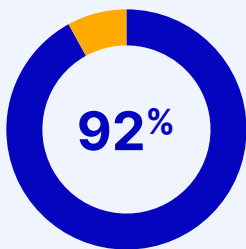
Create a focus group with 10 of your clients and ask them what they would love in order to proactively refer you to their friends and family.

5

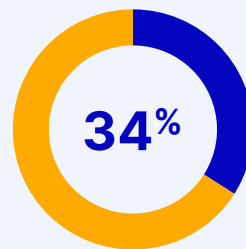
Use Social Proof and Testimonials

There is countless research pointing to the benefits of social proof in helping customers choose a business to purchase from. While testimonials are great, the trust factor associated with them is lower compared to impartial or independent third-party online reviews such as Google Reviews.

Here are some interesting statistics to consider:



92% of consumers use reviews to guide most of their ordinary purchasing decisions, significantly impacting consumer trust and decision-making ([ReviewTrackers](#)).



Adding testimonials to a sales page can result in a **34% increase** in conversions, showing that leveraging social proof through customer feedback can directly enhance sales performance ([Trustpilot](#)).



WANT TO KNOW
YOUR ONLINE
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TAKE THE
TEST NOW

A promotional graphic for a 'Reputation Health Check' tool. It features a laptop with a stethoscope resting on it. The laptop screen displays a web interface with the heading 'Discover your Online Reputation Health Score.' Below the heading is a form with input fields and a 'Check Score' button. The entire graphic is enclosed in a dashed orange border.

Ensure that you have implemented a social proof and reviews strategy into your business.

6

Streamline the Checkout Process

All too often, businesses make it difficult for clients to buy from them. In today's chaotic world, people are busier than ever.

The key to increasing conversion here is to make your checkout process as frictionless as possible. As soon as the client has indicated they are happy and ready to buy, make it as easy as possible to purchase.

Find out the ways your clients like to pay and provide a service that makes it easier for them to do so.

If you're only offering direct debit, then you're making it two steps harder for the clients to do business with you. In today's world there are so many options around payment SMS and one click checkouts, that will improve conversion.



Review your current payment methods and provide more options for clients to pay.

7

Offer Free Trials and Demos

Google commissioned a study in 2020 called "[The Messy Middle](#)" that found cognitive biases influence purchase decision-making, one of which is the power of free.

Look at your business and see if there are any elements, even if they are scaled-down versions, that you could offer to your clients for free. This allows clients to experience what it is like to work with you without any strings attached.



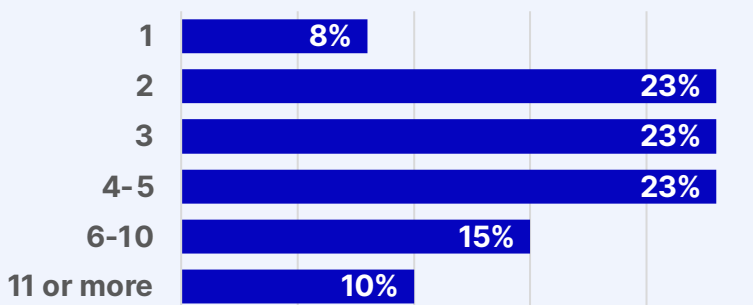
Review your products and services to see if there's anything you could offer as a free trial or demo.

8 Retargeting and Follow-Up Marketing

Very few people make a decision the first time they interact with a business. The question many business owners ask is, "How many touch points do I need to generate a sale today?"

The answer is more than you probably think. Make sure you have a well-documented sales process with your team about how many touchpoints or follow-ups are needed.

Number of Meetings, Conversations, or Demos to Generate Qualified Opportunity



Karl's Masterclass presentation at the Business Blueprint was engaging, informative and entertaining. Our Google Review process is now going to be on steroids!

Chris Beks



Source: <https://www.rainsalestraining.com/>

In the digital space this can involve retargeting Google ads for visitors to your website. Potential customers that have already experienced your brand once are more likely to purchase if they trip over your brand on multiple websites that they're visiting.



Train your retail team on how many times to follow up with a client.



Review your digital marketing strategy to retarget clients who have visited your website.

9

Enhance Product and Service Offerings

You might think that clients come to you just for what you are selling. While this is true in many senses, who doesn't like to be pleasantly surprised?

Businesses that enhance their product and service offerings add so much more value to the client experience that conversion rates can't help but increase.

For example, A jewellery store owner might offer a proposal service with every engagement ring.



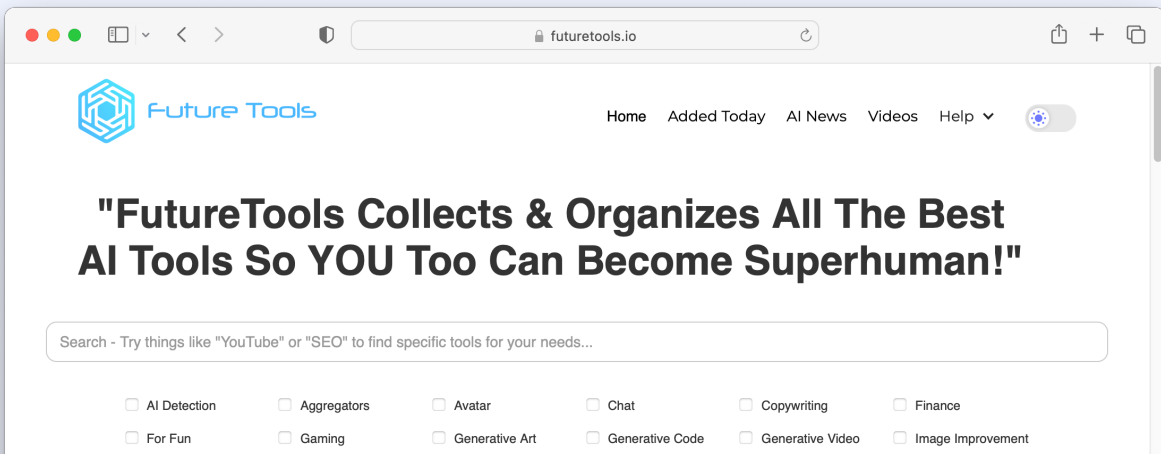
Consider what you can include in your service delivery that meets a client's needs before or after they've used your product or service.

Leverage AI and Automation Tools

Whatever your thoughts on AI, the truth is it's here to stay. How you use it can have a dramatic impact on your client conversion.

There are plenty of tools out there that will improve many elements of your business systems, operations, and conversion rates.

AI tools can be great in reducing the friction and load on salespeople so they can be more effective in client interactions. Have a look at [Future Tools](#) to see a range of tools to use in your business.



Just don't let the pendulum swing too far to one side and let it substitute what it is that you do from a client experience point of view.



Explore AI tools that can help free up time for your team so they can deliver a better client experience and focus more on client conversion rather than administrative tasks.

We would love to help you increase your conversion rate, tuning potential customers into bankable cash in your bank.

You can register your expression of interest for our upcoming masterclass series here.

We have 12 modules with a range of experts to show you how to bridge the gap between lead generation and sales success. We are looking for business owners that want a 10x return on their marketing investment in the coming year.



Want a
10x return
on your marketing
investment?



A great day of learning with Karl. Big takeaways about the importance of Google reviews, especially learning about the 'happiness window'.

Zeina Ryan



This was just a taste of the powerful strategies and cutting-edge tools that can significantly boost your sales conversions. From personalised marketing and high-quality customer service to leveraging AI-driven platforms and optimising your online presence, these techniques are designed to transform your business. But this is just the beginning.

Imagine having expert guidance and a supportive community to help you implement these strategies over the next 12 months. Our comprehensive series is tailored to equip you with the knowledge and tools to achieve sustained growth and success.

12
MONTH
SERIES

Lead Generation to Sales Success Series

12 MODULES

- 1. Client experience silos:**
"Welcome Wonders & Farewell Feats"
- 2. Client Experience Events:**
"Event Excellence: Turning Moments into Momentum"
- 3. Facebook and Google Ads:**
Ad Impact: From Clicks to Clients
- 4. Email Marketing lead Generation:** *"Email Elevation: Turning Opens into Opportunities"*
- 5. Social Media Mastery:**
"Social Success: Engaging Your Ideal Clients"
- 6. Content Creation:**
"Engaging Videos: Convert Viewers into Clients"
- 7. Google Business Profile:**
"Review Revolution: Building a Lead-Generating Google Review Pipeline"
- 8. Sales Masterclass:** *"Closing Power: Turning Leads into Revenue"*
- 9. Lead Campaigns:** *"One Promotion, 1000 Leads: Maximise Your Reach"*
- 10. Partnership Leads:** *"Partnership Power: Leveraging Relationships for Leads"*
- 11. LinkedIn Leads:** *"LinkedIn Lead Generation: Connecting with Your Ideal Clients"*
- 12. AI-Powered Sales Optimisation:** *Transforming Leads into Loyal Customers"*

I'M INTERESTED TO LEARN MORE

CONCLUSION AND NEXT STEPS

The Ultimate Guide to Lead Generation

Don't miss out on this opportunity to elevate your business.

Register your interest now for our 12-month series and take the first step towards a brighter, more profitable future. Together, we'll turn insights into action and drive your business to new heights. Click the button below to secure your spot and start your journey towards unmatched business growth.



12-MONTH **Lead** Generation **to Sales** Success series

**I'M INTERESTED
TO LEARN MORE**



Karl Schwantes, often called the "Diamond Guy," is a well-known jeweller in Brisbane. He's the driving force behind Xennox Diamonds, a family business that's been crafting stunning diamond jewellery since 1976. With over 1306 five-star Google Reviews, Xennox Diamonds has built a solid reputation for creating unique pieces an unrivalled client remarkable client experience.

Karl isn't just about diamonds; he also loves helping businesses shine online. Known as the "5-star Google guy," he knows how to leverage glowing reviews to boost a business's reputation and draw in new clients. His company, Reputable, boasts over 202 five-star Google Reviews, showcasing his expertise in reputation marketing .

Aside from running Xennox, Karl is an award-winning author and a sought-after speaker, sharing his insights on customer experience and business growth. His friendly, approachable style makes him a hit whether he's on stage or in a one-on-one consultation.

CONTACT INFORMATION

If you have any questions, feel free to reach out to Karl at

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Reputable ★★★★★
5.0 rating from 202 reviews