

Conversion Rates

Remember: you are always selling something, yourself, your products, your services. Selling is the oldest profession in the world.

So what are conversion rates? They are a powerful and valuable way to challenge you, your staff and your business.

Knowing your personal conversion rate shows if you are as top-notch as you think you are?

If you are in business you would have studied the 80/20 principle where 80% of the profits come from 20% of your staff.

Use the 80/20 on anything you do, it alters your minds focus....

Now, no apologies, I am about to insult some of those so called top-notch 80% of **staff producing** only 20% of the **profit**, yep that's right.

If you want the figures reversed then you should be able to say right now, this minute... what's your conversion rate? Bet you can't!

If you did then congratulations and my humble apologies, you are amongst the 20% of business owners/sales persons who can potentially capture 80% of the sales, by being excellent at what you do.

How do you be excellent in a tough market, using conversion rates?

Firstly, Remember, you are always selling your services, I don't care if you are a dentist, lawyer, car detailer, plumber, retailer, you need to sell your services to make money. Agreed?

Secondly, Start learning and open your mind. You don't know everything! There are plenty of old Labradors around, they've been in the industry for 30 years so should know what they are doing, they are "good blokes" everyone loves them but....they are quite useless, worse than that are they order takers not professionals.

Thirdly. Start right now calculating your personal conversion rate and don't ever, ever stop...

Conversion Rates put simply ... You are a travel agent on commission. Your employer is part of a group who promote their services regularly. There are 3 other travel agents in your area and you need to capture a larger slice of the market or lose your job.

You regularly have phone-ins on particular offers and also walk-ins.. For this example walk-ins are not considered as they already want the product this should be at least a 99% conversion....

So let's deal with the phone-ins. Your group promoted an offer but as this was from a supplier the same offer was also at the 3 other agents,

Let's consider that you are quite good at questioning and you have above ordinary listening skills, you have a convincingly pleasant nature, are considerate and reasonable to deal with. The public really don't want much more than that.....

From today on, every phone call that comes in you put a mark on your pad by the phone. This is one call received.

From today after every phone call you put another mark on your pad by the phone from every phone call that you convert into an appointment. At the end of the day you work out your conversion rate. 20 phone calls and 5 confirmed appointments.

From today on every appointment you get, you mark on your pad by the phone, every confirmed appointment that converts into an actual body in front of you... remember not the walk-ins....

From today on every body in front of you, not walk-ins, you mark on your pad by the phone, every body in front of you who book a tour.

Your pad might by Saturday afternoon look something like this:

5/20 5 appointments from 20 calls = 25% conversion rate

3/5 3 bodies in front of you from 5 appointments set = 60%

1/3 1 booked tour from 3 bodies in front of you = 33% conversion rate

So really your conversion rate for appointments from calls is pretty ordinary 25%. So Go work on this and get better on the phone, get some training and improve this conversion rate if this is where you are not performing.

I bet you are surprised that your appointment setting conversion isn't too bad. So you have convinced them to come in for an appointment. Good on you. Now really 33% conversion from real live bodies, belly to belly with you and you are appalling on converting them.. Does your breath stink, no really that could be the only explanation, or do you need to train and study, because with this rate I wouldn't employ you...

Now! I hear you.... The market is bad, it's raining, The grand final is on. I was really busy, I had a fight with my partner this morning, my boss is unreasonable, they don't advertise enough.. Yeah Yeah Yeah!!! Excuses Excuses Excuses, You just suck at what you do. Get better at it NOW or you could be in the line at Centrelink.

That is conversion rates. Are you as top-notch as you thought? Are you up to the challenge of improving? No excuses. Convert for the rest of your career and you will be in the top 20% of achievers.

Joan Best

Next time, 80/20 principle in more detail.