

'Follow Up' Funnel Optimization Example (With Numbers)

Many companies today don't have any sort of follow up contacts/touches in their sales cycle. They miss out on a lot of extra profit this way.

Here's how we overcame this error for one company...

Below is an example of how we added 'follow ups' to a sales funnel to recover a good portion of lost profits, for one client:

A specialist software company advertised a free seminar. There, they offered a free private 1 on 1, strategy session which then upsold \$10k worth of software tools and services.

Here's what the numbers looked like before:

- Around 200 people attend each seminar.
- 60 of them come to the free 1 on 1, strategy session.
- 4 of them close and buy the full \$10k package for the specialised software and services package.

We were asked to take a look and diagnose any potential problems. We ran a lost profit finder session which uncovered a major profit leak.

We came up with the following solution:

From the 200 people who come to the seminar, only 60 come to the free strategy session. But what happens to the 140 people who don't attend?

NOTHING!

There was no follow up, no further information being sent or anything.

We took the 140 people who were being lost, and created a new follow up funnel.

This was designed to reconnect with the people who had come to the seminar but not bought anything. The idea was to find out why they hadn't bought and also to learn their objections. **Then these objections were countered in a later part of the sequence (which is what we designed and call 'dynamic organic sequencing'.**

So we had the staff keep a list of any person who didn't book themselves into a free strategy session at the seminar. These people were entered into our CatchAndRetain.com follow up sequence.

This follow up sequence encouraged an average of 6 of the 140 people to buy the \$499 entry level software package. So an extra \$2,994 was generated with the follow up email system.

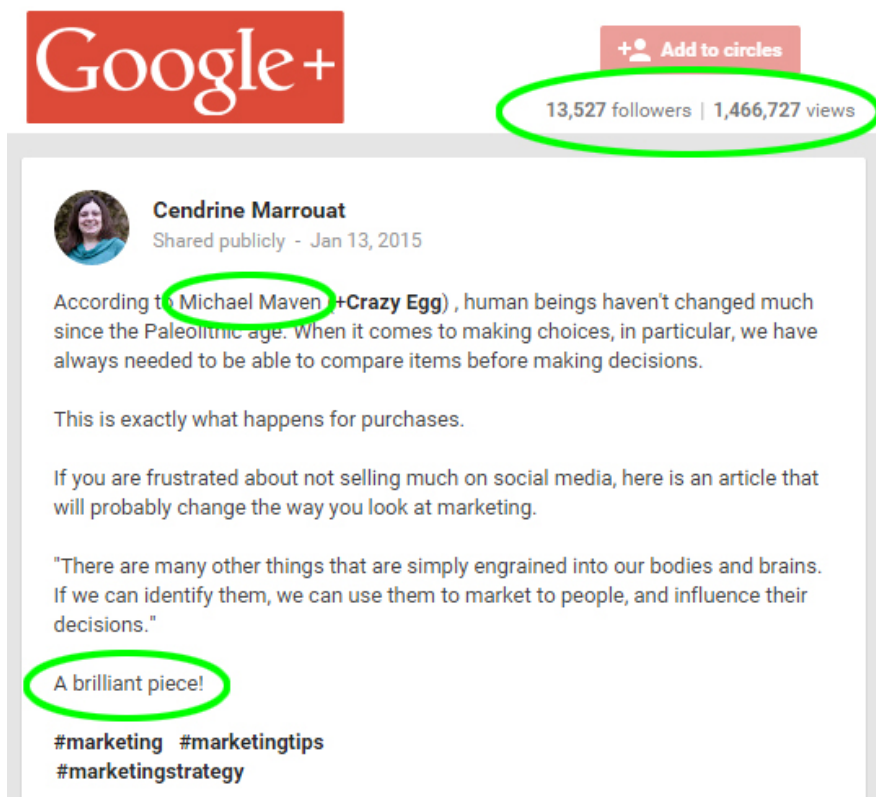
That works out at an average of \$21 for every person entered into the follow up system. That's an extra \$2,994 per city, per month. Which sounds small – until you learn they are running these seminars in 9 other cities.

The total extra revenue being generated with our solution was $9 * \$2,994 = \$26,946$ a month.

For further boosts, they could add in a follow up sequence for the people who attended but didn't convert from the free strategy sessions too (or adding some downsells for a lower priced package too).

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Testimonial:



[Picture source](#)

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We Specialise In Increasing Conversions & Optimising Profits. Here Are Some Examples...

Examples:

Adding Continuity To Big Ticket Items (Luxury Cabins)

One company we worked with told us that our 'increase the number of times they buy from you' idea wouldn't work for them.

The reason was that they sold a single big ticket item – a luxury cabin/outhouse with a fully working kitchen and bathroom. They didn't have any scope for increasing the frequency of purchases.

So we did a little research and came back to them. We asked them how long their guarantee period was. They said they had a 10 year guarantee period.

We offered them a new strategy. From now on, they would offer each customer a 20 year guarantee period. All they had to do was ask each customer to 'prep' their cabin with their company each year (which protects the wood and brickwork). They would need to do this in order to keep the guarantee valid.

This service can cost \$750 each time. An outhouse needs to be 'prepped' once before the summer and once before the winter. The total extra revenue this would bring in would be \$1500 a year. But seeing as the guarantee period is over 20 years, **this works out at \$1500 * 20 = \$30,000 extra revenue per customer.**

Switching Modes - 1

An internet marketing manager at an exotic car showroom handled website and email leads only. They come through the website or are generated via email.

They responded to these online leads via email and then via phone calls from 2 reps. 60% of those leads don't reply via email and can't be reached via phone.

We switched them to a 3 step Dunning process sequence (which is similar to a sales letter with 2 follow ups sent 15 days apart saying 'why haven't you responded' etc).

Remember, 60% were unreachable. We mailed the 3 step dunning sequence to them. 49% of them responded. **That is a total of almost 30% of ALL TOTAL leads who have now responded.**

We haven't tried this next strategy yet, but we're sure a postcard sequence which follows up on the letters (and maybe even an online video) would double the number of responses.

Switching Modes - 2

An accounting firm had a website where they receive enquiries for a free mini audit. The firm emailed the prospect back and told them they qualified etc. They would go back and forth via e-mail to get the prospect to sign the agreement, and it was a long cumbersome process.

We asked how many people called in for a free audit. They had to look into their numbers. **They found out that 40% of their free audits were requested by phone.**

When we drilled in, we asked them the difference in conversion rate of the online enquiries against telephone enquiries.

It turns out that telephone enquiries had 4x the conversion rate of the online enquiries. We created a new process where the accountant simply gets on the phone much earlier in the process, for all email enquiries.

The end result was that the conversion rate for online enquiries increased from 28% to 62%.

Adding Another Upsell Program

An executive coaching client of ours did \$300k a year, coaching 12 executives once a month. He'd been doing this for around eight years. We asked him if any of the executives would want more coaching.

He wasn't sure, so we asked him to test this new system.

He created a new program where they could do 2 more or 3 more executive coaching sessions with him, at \$450 an hour.

So now, when he got a new client he offered them the additional coaching packages. Then he went back to his original coaching clients, and simply made an offer to them for more coaching.

His profits increased by \$90k a year. This was a zero cost, zero risk plan to increase profits. It is very basic but very powerful.

Amazon Author Gets A New Lease Of Life

An Amazon author wanted to release a new book but felt like he didn't have enough content to do this. But he did have one popular book on Amazon already.

We took this book, and wrote him a proposal for it.

We ended up turning this single book into a five book series. We added some new relevant images and additional bonus content from website reports created by the author, to make each new book complete.

We also added in links to new video content which the author had recently created.

A graphic designer created some new book covers and also created a new layout for all of the chapters and image designs. She also laid out the text in the books with a much cleaner look and much more white space to give a nice light feel to the content in the book. This was perfect for the content of the books which were based on restructuring and systemising a business to make it easier for others to manage.

We also renamed the set of books to give them a more relevant and targeted name to match its potential audience.

We were able to sell this set of five new books for 8 times the price of the original book.

It also has mostly positive reviews. Some fans of the original book have even praised the author for creating a new modernised version of the original book.

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Testimonial:

'The work done by Carter & Kingsley provided us with some awesome insights. Everyone enjoyed it and the positive comments are still coming in.

We even asked Michael Maven to come back and share some more!

Kathryn Aragon, Editor, Crazyegg.com - leading conversion optimisation blog
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We Increased Revenue By 7x

A Forex info product company had customers with a lifetime value of \$1,125 each. Their basic course comes with 6 DVD's for \$297 + shipping.

We thought we could double sales.

Here's the outline of the new offer we made them:

- You want to learn how to make money with Forex but you may be sceptical of this system, or money may be tight at the moment.
- Fill out the order form and just pay shipping and handling of \$9.99 today <note: this covers the cost of fulfilment of the dvd's>. We'll ship the entire package to you, and you can use it free for 30 days + give you membership to the members forum to ask questions etc.
- After 30 days, if you like it, do nothing and we'll charge your card for the balance of \$297. Your membership will also be upgraded to platinum level. You also get our advanced course as a bonus which is 8 new DVD's.
- If you don't like it, then you shouldn't pay for it. Just contact us and we'll make sure you're not charged.
- To show you there are no hard feelings, you can also keep the DVD's for taking the chance to check us out.

30% of these trial orders paid, and kept the DVD's. This was up from around 4% before that, with warm traffic. This is a 7x increase in sales.