

Inbound Lead Mistakes

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1) Assumptions R

↳ You don't know what the prospect needs or wants until you ask and shut the fuck up.

2) Qualifying

↳ if you can't help them get rid of them.

3) Transparency

↳ Who are you, what do you sell, what role do you play who else is involved, etc.

4) Follow-up

↳ Follow-up over and over and over and over in every channel until you get AN ANSWER.

5) Expectations

↳ Set realistic expectations throughout the process and meet those expectations everytime.

If you can avoid these mistakes you will write more inbound business, guaranteed.

Ryan Kelly