



Turning Leads into
Customers

Practical Sales Skills &
Marketing Planning for
Businesses

Sefton Council 

Welcome & Introduction

- Turning interest into income
- This session follows on from social media lead generation
- Focus today: converting enquiries into paying customers
- Planning your Marketing activity to achieve a return on your investment. (ROI)



Do you know your target market ?

- Define your target market
- Satisfy their needs
- What do they need
- How do you solve a problem
- What are the outcomes for using your products or services



Why Sales Skills Matter

- More leads do **not** automatically mean more sales
- Small improvements in conversion = big revenue gains
- Sales doesn't have to feel pushy or uncomfortable
- You need to show your USP
- **Don't sell to someone that does not want to buy from you**



How Do Customers Find You?

Typical lead sources:

- Social media DMs & comments
- Website contact forms
- Phone calls & emails
- Walk-ins & referrals

Question: Where do most of *your* enquiries come from?



Why Leads Don't Convert

Common reasons:

- Slow or unclear responses
- Confusing pricing or next steps
- Talking about features, not benefits
- Fear of “selling”
- Not following up
- Targeting the wrong market

Good news: these are easy to fix



A Simple Sales Framework

**Respond → Understand →
Recommend → Invite Action**

- Works for all business types
- Can be used online, on the phone or face-to-face



Responding to Enquiries

Best practice:

- Respond quickly (same day if possible)
- Be friendly, clear and professional
- Acknowledge the enquiry and explain next steps

Tip: People often contact more than one business



Ask Better Questions

Shift from selling to helping:

- “What prompted you to get in touch today?”
- “What are you hoping to achieve?”
- “Is this for a particular date or time of year?”

Listening builds trust



Sell Outcomes, Not Services

Customers buy results, not features:

- **Hospitality:** experiences & memories
- **Services:** peace of mind & saved time
- **Retail:** suitability & value

Focus on how you improve the customer's situation



Objection Handling

Don't leave objections to the close stage.

- “Show your added value” – It’s the only way to tackle price objections.
- Work out your customers problem by questioning.
- Sell the solution to the problem.
- “Visualisation” – Customers build up a clear image of what the result looks like



Quick Pair Exercise

- One person plays the customer
- One responds to an enquiry
- Use the sales framework

Shift from selling to helping:

- *“What prompted you to get in touch today?”*
- *“What are you hoping to achieve?”*
- *“Is this for a particular date or time of year?”*

Swap roles after a few minutes



Pricing & Promotions in Southport

Local considerations:

- Strong tourism & hospitality sector
- Busy summers and school holidays
- Quieter off-peak periods
- Have you planned your 2026 “Promotion Calendar Yet”
- How do you track the return you get from spending on marketing? ROI
- Discounting is not promoting.



What is a promotion calendar and why do you need one for your business.

- Plans out seasonal events for your sector.
- Defines promotion activity to secure business at key times during the year.
- Helps develop an affordable marketing budget.
- Enables you to track your ROI
- Builds your brand and promotes your added value

2026 Promotion Calendar

Marketing Activity	Jan-26	Feb-26	Mar-26	Apr-26
Local Business Trade Expo			Merseyside Business EXPO	
Linked In Posts		We are attending The Merseyside EXPO	Thank You and follow up after the EXPO	What a great EXPO we had - thanks for visiting us
Facebook/ Meta Posts	Merseyside Business EXPO Special Offer	Merseyside Business EXPO Special Offer	Are you having recruitment issues	How we grow your business
Linked In Newsletter	Our sector knowledge and experience can help you	New legislation impact on your business.	When is the best time to recruit new members of staff	How our products and services grow your business
X Posts	Merseyside Business EXPO Special Offer	Merseyside Business EXPO Special Offer	Are you having recruitment issues	How we grow your business
Business Networking	Sefton Council Workshops	Chamber of Commerce Event	Marine Business Networking	Visit BNI Southport
Client Activity	Business Open Day	Four Ball Golf	Client entertainment - Jones & Co	
You Tube Channel	Business Open Day	Four Ball Golf	Merseyside Business EXPO	Our Products and Services
Community Engagement			Easter Egg Donation	Charity Golf Day Sponsorship

Turning Interest into Action

Make it easy to say yes:

- Clear pricing
- Simple booking or payment steps
- Clear calls to action

Example:

- “Shall we get that booked in?”



Following Up Without Being Pushy

- Many sales happen after the follow-up
- Be polite, helpful and timely
- Focus on support, not pressure

Example:

- “Just checking if you had any questions...”



Key Takeaways

1. Sales is a process, not a personality
2. Faster, clearer responses improve conversion
3. Develop your USP

Seasonal opportunities can boost sales

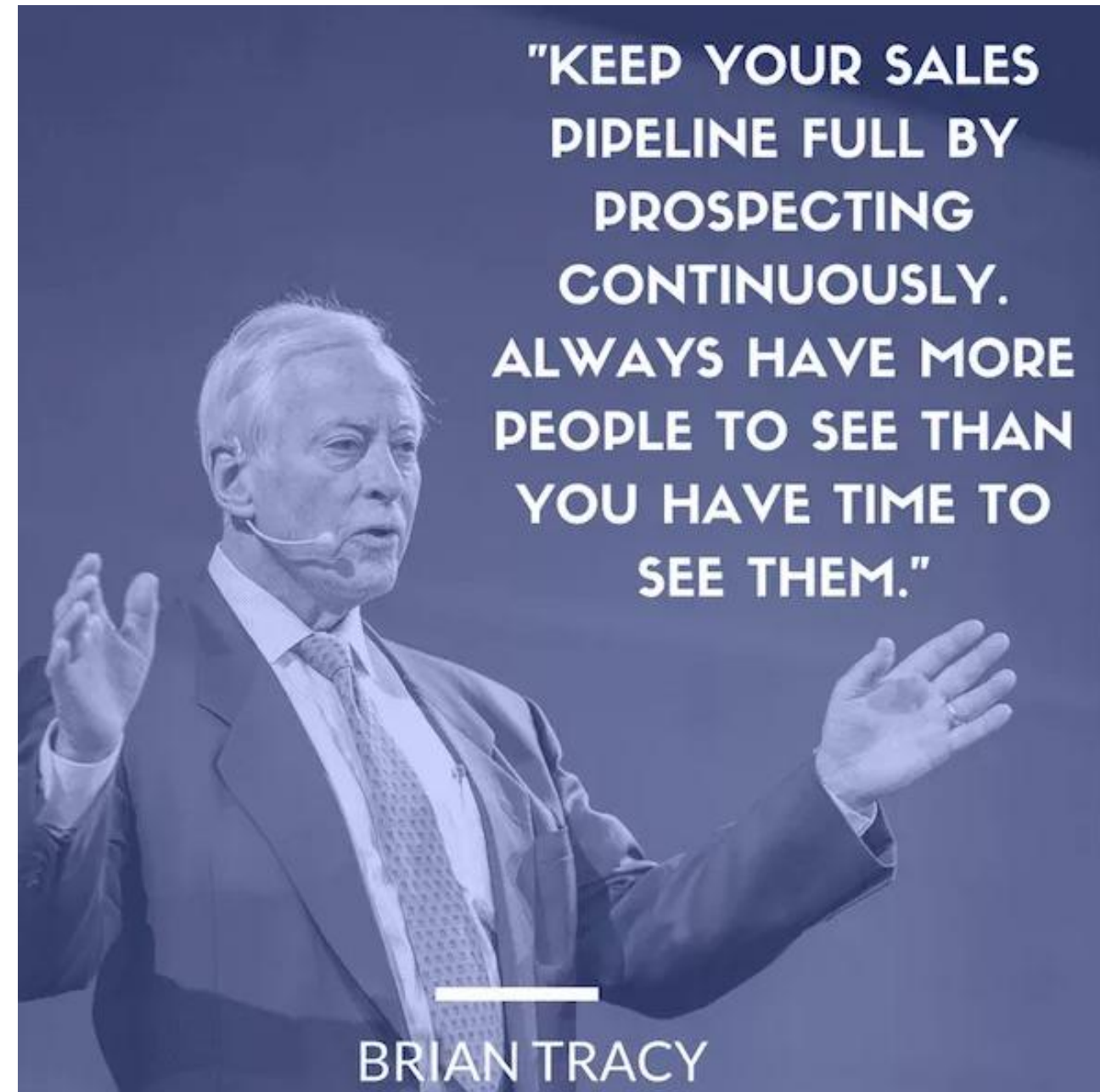


Your Action Plan

Before you leave:

- One improvement to enquiry handling
- One promotion to test this season

Small changes can deliver big results





- Thanks for attending
- Support available through InvestSefton.
- Any questions?