SERVCORP

SECRET KILLERS OF BUSINESS SUCCESS

ABS FIGURES SHOW 21,000 NEW BUSINESSES ENTERED THE MARKET YEAR ON YEAR. HOW DO YOU STAND OUT FROM YOUR COMPETITION?

HOW TO LOSE A LEAD IN 5 WAYS

1. Bad personal recommendation. 9 out of 10 rate this is the number 1 factor!
2. Negative online reviews' rated by 6.8 out of 10 people
3. Poor 'quality website' rated by 6.8 out of 10 people
4. Absence of a recognisable local address is a deal breaker for 6.5 out of 10 people
5. Not displaying both a mobile and fixed (local) landline is a no-no for 5.2 out of 10 people

BUSINESSES WITH A LOCAL ADDRESS / FIXED (LOCAL) LANDLINE ARE NEARLY 4 TIMES MORE LIKELY TO BE SELECTED COMPARED TO THAT OF ADVERTISING AND BROCHURES

ARE YOU THROWING AWAY BUSINESS?

Not recognising the impact that a local address and a fixed landline has on your business could be killing your ability to secure new leads

2 out of 3
will not do business with you if you don't have a local presence.

4 out of 5
won't contact a business that does not have a recognisable local CBD address.

4 out of 5
don't want to call a business that only has a mobile number as their main point of contact.

FIGHT THESE KILLERS WITH:

Prestigious CBD address

People are 20 times more likely to contact a business with a CBD address vs. other typical address options such as a PO box address or a regional, suburban address.

Local landline

People are 6 times more likely to contact the business that displays both a mobile number and a fixed (local) landline compared to all other alternatives combined.

WHEN A PROSPECTIVE CUSTOMER DECIDES TO CALL YOUR BUSINESS... WHAT IS THEIR EXPERIENCE?

TREAT YOUR LEADS LIKE GOLD!

FIGHT THESE KILLERS WITH:

4 out of 5
do not want voicemail or the phone to ring-out when they try to contact your business for the first time. They want to speak to a person.

3 out of 7
will not leave a voicemail if they can't get through. And most will not even try to call back!

Dedicated receptionist

Prospective customers are 7 times more likely to leave an enquiry if you have a dedicated receptionist or call handling setup.

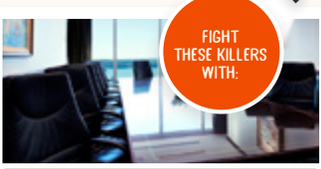
Our study uncovered that the presence of a PA/colleague answering the phone cuts the rate of lost queries in half.

A PROSPECTIVE CUSTOMER IS INTERESTED IN YOUR SERVICES AND WANTS TO MEET WITH YOU. WHERE DO YOU MEET THEM?

1 out of 3
is left with a negative impression of your business if you meet them in a café or home office. Whereas a professional office gives virtually no one a negative impression

4 out of 5
will not choose your business if you're too slow to respond to their enquiries!

FIGHT THESE KILLERS WITH:



Professional meeting place

A professional office or meeting room has nearly 4 times the positive impact on your prospective client vs. a café or home office meeting place.

A BAD FIRST IMPRESSION IS PUNISHING. 2 IN 3 WILL NOT OFFER A SUPPLIER A SECOND CHANCE. 1 IN 3 WILL WAIT 6 MONTHS AND LONGER... BUT BY THAT TIME THEY'VE USUALLY FOUND ANOTHER SUPPLIER... CAN YOUR BUSINESS AFFORD TO TAKE THAT RISK?

To learn more download the whitepaper on servcorp-go.com

Survey conducted with over 1000 respondents in January 2016 by Roy Morgan Research

Join the conversation: #ServSuccess

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