

# Helping Training Companies convert online leads into sales

Follow this three part approach to increase online conversion rates for your training business

## 1 Articulating potential client problems and solutions your company offers.

### A Articulating potential client problems

- Create as many scenarios describing a problem a client may have that your business is able to solve.

#### Template

- Use the template below to articulate your problem statement by replacing the words in yellow text
- We help corporate professionals who are afraid, uncomfortable or want to improve their public speaking, master the art of public speaking.

### B Articulating solutions your business provides to the problems identified

#### Template

- Use the template below to articulate the solution your business provides to the problems identified by replacing the words in gold text
- We provide online public speaking classes on weekends so that busy professionals can master the art of public speaking from the comfort of their home or office.

#### Template

- Use the template below to create an AD by merging the problem and solution statement together. Remember to replace the words in gold text
- Are you a corporate professional who is afraid or uncomfortable with public speaking or you just want to improve your public speaking so that you can improve your professional reputation and leave a good impression?
- At Presentrite Academy, we provide online public speaking classes on weekends so that busy professionals like you can master the art of public speaking from the comfort of their home or office.

## 2 Describe your ideal customer in detail.

- List three characteristics of your ideal clients
- #### Examples
- New mum, overwhelmed, working woman
  - Highly paid executive, extremely busy, goal driven
  - Middle aged woman, C Suite Executive, well travelled

#### Template

- Use the template below to add customer details to your solution statement by replacing the text in gold.

- We help senior to mid level corporate professionals who are afraid, uncomfortable or want to improve their public speaking, master the art of public speaking right from the comfort of their homes or office.

## 3 Create a simple profitable conversion system

#### Profitable Conversion System

- **Step 1:** Get in front of your audience. Run online ADS and post on your social media real estate often
- **Step 2:** Take them through your sales page that has testimonials. Let the ADS lead customers to your sales page.
- **Step 3:** Qualify the leads and know who is ready to pay now. Use a form to qualify leads
- **Step 4:** Use an online scheduling app e.g. Accuity, Calendly to book meetings with qualified candidates. Integrate meeting app with scheduling app.
- **Step 5:** Meet with potential client to answer questions and close sales over Zoom, Webex or Googlemeet.



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