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# The Conversion Code: Capture Internet Leads, Create Quality Appointments, Close More Sales



## Synopsis

Capture and close more Internet leads with a new sales script and powerful marketing templates. The Conversion Code provides a step-by-step blueprint for increasing sales in the modern, Internet-driven era. Today's consumers are savvy, and they have more options than ever before. Capturing their attention and turning it into revenue requires a whole new approach to marketing and sales. This book provides clear guidance toward conquering the new paradigm shift toward online lead generation and inside sales. You'll learn how to capture those invaluable Internet leads, convert them into appointments, and close more deals. Regardless of product or industry, this proven process will increase both the quantity and quality of leads and put your sales figures on the rise. Traditional sales and marketing advice is becoming less and less relevant as today's consumers are spending much more time online, and salespeople are calling, emailing, and texting leads instead of meeting them in person. This book shows you where to find them, how to engage them, and how to position your company as the ideal solution to their needs. Engage with consumers more effectively online Leverage the strengths of social media, apps, and blogs to capture more leads for less money Convert more Internet leads into real-world prospects and sales appointments Make connections on every call and learn the exact words that close more sales The business world is moving away from "belly-to-belly" interactions and traditional advertising. Companies are forced to engage with prospective customers first online - the vast majority through social media, mobile apps, blogs, and live chat - before ever meeting in person. Yesterday's marketing advice no longer applies to today's tech savvy, mobile-first, social media-addicted consumer, and the new sales environment demands that you meet consumers where they are and close them - quickly. The Conversion Code gives you an actionable blueprint for capturing Internet leads and turning them into customers.

## Book Information

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## Customer Reviews

The first sales book of its kind in a modern, tech world. I've been following Chris for years and when I saw his 20 minute presentation on sales last year I was totally hooked and couldn't wait for the book to be released. The book blew away ALL of my expectations, as it dissects every aspects of not only attracting online leads through landing pages, social media and blogs, but also does what no other book seems to do, which is focus on the actual conversion of the lead. He writes like he speaks, which is with passion and charisma. I was 40 pages into the book when I realized I am going to have to read it again as soon as I am done the first time. It's more than a sales book in that it can be used as a manual for everything you do when you are setting up lead conversion. I will be referencing this book for every landing page, Facebook ad and social media post I put out from now on. That was the surprise. What wasn't a surprise was the lead conversion techniques for on-the-phone conversion. The reason it wasn't a surprise is because I'm a Curaytor client and I got sneak peaks into this a few months ago and...wow....It totally blew me away. I don't use "scripts" anymore. I only use The Conversion Code outlines. I taught it to my team back in November and December and our conversion has gone tripled. Learning how to break the barrier on the first 10 seconds of a call, then following up and ever-so-gently interjecting your features and benefits in a way that turns a lead's thinking is nothing short of genius. He may not have invented this but he sure has it perfected. Thank you Chris for putting your heart and sole into this book. It's amazing!

Wow! Chris Smith has written a master guide to what I do and I have a lot to learn. His entertaining style and innovative ideas are always cutting edge, straightforward, and down to earth. I was excited about this book, but as an online real estate marketer for roughly ten years, I wasn't convinced I would have a lot of "a ha!" moments. It was surprising at just how wrong I was. In fact, I could not put the book down and was highlighting passages like a mad woman. What I found is that I actually only have a decent general knowledge of what I am doing online. The Conversion Code immediately elevated that "expertise" to a completely different level and will continue to do so as I read it repeatedly. The book is written so that readers with any level of knowledge of the subject will have something to learn about and instantly be able to employ these nuggets into their plan. It

should appeal to everyone interested in more business through conversions of online lead generation efforts, whether they are a beginner or experienced. Hopefully, my competition will forget to read it. Thanks, Chris!

This is hands down one of the best books I've ever read on Internet Marketing. The Conversion Code is literally a **MUST HAVE BOOK** for anyone involved in utilizing the internet to market, promote and sell their brand/business online. There are tips and tricks in this manual **WAY ABOVE** what most people know about marketing on the web. As a person involved in digital marketing for close to 21 years, I CAN NOT SPEAK HIGHLY ENOUGH about the info found inside. Since I bought his book, my wife and I have employed a number of his tips and tactics to **TRANSFORM** the way we are consuming, sharing and engaging with social media-especially Facebook. As a person who purchases **ZERO LEADS** for any of my businesses, the tactics and strategies he outlines are solid gold in improving organic customer acquisition and becoming more relevant online. If you are an entrepreneur, sales guy/gal or just a person wanting to me more effective online, **BUY THIS BOOK TODAY!** It is truly a game changer!

As a sales manager/coach who gives web leads to my agents, I love this book. I read it myself and then bought a copy for each of my agents as well as our assistant (who is the first point of contact for many of the leads). Everyone seems to have enjoyed the book and their production is up. My team of 8 agents have written over 50 more deals in 2016 as opposed to 2015. Lots of people say that web leads are not good leads, but it's all in how you handle them. I'm excited to see a further improved conversion rate for 2017 and even bigger smiles on the faces of my agents as they hand over more keys and cash more checks.

I'm a very routine-oriented person whose into systems and I'm not very good with entertaining people. I have been struggling with sales because it is more of a people skills thing. I've turned to Zig Ziglar, Brian Tracy, etc for ways to help me cope, and have still been struggling for the last year or so. Chris' book and webinars were a great help. It gives me a workable framework / template that I can adjust to what I do. Today, within the same week of attending his promotional webinar about the book, I read just the part I was having trouble with and applied just some of his teaching and closed 2 deals, with another potential one in tow! I am now more confident than ever. And I have not even gone through the entire book yet. I love the kindle version so much that I bought a hard cover too version the day after, and even sent one out to my Realtor boss as a gift. Truly, any book that

can help people live a better life deserves a 5 star rating. Great Job, Chris Smith! You are a God-sent for people like me struggling with people skills, but are great and dependent on setting up systems to cope with the daily grind!

Expected conversion code strategy and tactics. Strong beginning, but instead the middle to end sections quite banal. All boils down to acknowledge, pivot, and readdress for overcoming objections; persistence in smart followups; and use of new channels for relationship building, like SMS. I'd return this book if I could as it significantly underperformed my expectations.

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