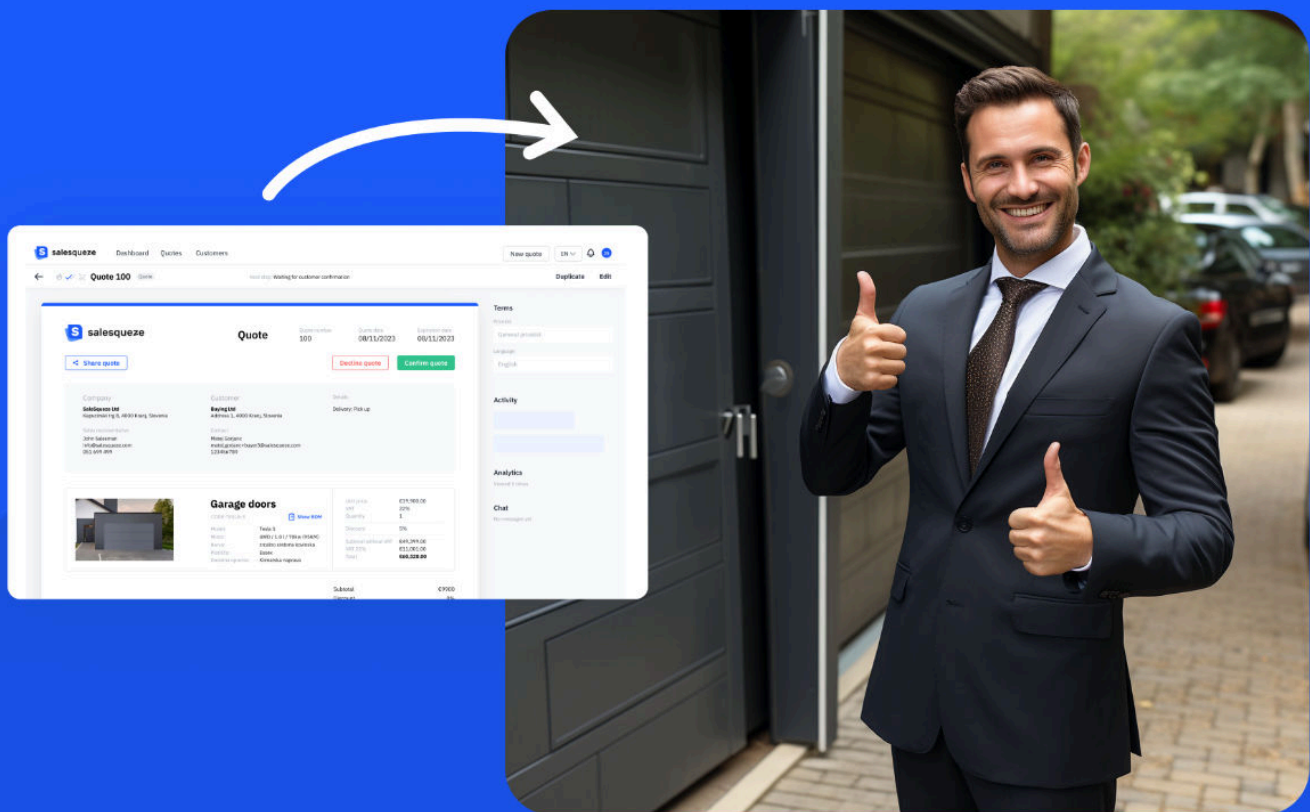Guide:

How do you double quote to sales conversion in the home and garden industry?

Are you fully aware of how your online sales funnel is performing?

Understanding your metrics and conversion rates is beneficial and crucial for driving improvements and maximizing returns.

Consider these typical figures often discussed with industry leaders from the home and garden industry:

Advertising Spend on Google & Facebook	**€4,000**
Ad Views	**1.5 Million**
Product Page Visitors	**20,000**
Leads Generated	**400**
Closed Deals	**40**

At first glance, these numbers might seem just like regular statistics. But let's delve deeper to understand their real impact:

Conversion Rate from Ad to Landing Page	**1.33%**
Conversion Rate from Visits to Leads	**2%**
Cost per Lead	**€10**
Conversion Rate from Lead to Deal:	**10%**
Cost per Closed Deal	**€100**

While these are average results, the true potential of online funnels is often untapped. Imagine enhancing your **quote-to-sales conversion rate to 20%**—the scenario transforms significantly:

Leads	**2000**	A significant jump from 400.
Cost per Lead	**2 €**	
Closed Deals	**40**	Doubling the outcome!
Cost per Deal	**50 €**	

By tweaking the conversion rate from visitor to lead, your end goals (deals and sales) could be doubled. It's a game-changer, isn't it?

But the pivotal question remains: **How can you make this jump from 10% to 20% in conversion rates?**

In the following pages, you will find a practical guide on effectively converting more quotes into deals, a strategy that could revolutionize your sales process.

What is in the guide?

Mastering quote-to-sales conversion in the Home and Garden Industry

Welcome to the first step in improving quote-to-sales conversion in Home and Garden industry. In this e-book, we will walk you through a journey of refining your sales process, starting with practical lead qualification.

It's not just about handling numerous inquiries; it's about understanding and nurturing each unique customer vision, from a cozy pergola to a grand garden office.

The challenge of diversity

Our industry is diverse. You're not merely selling a product but helping realize someone's dream. This could range from a quaint garden shed to an extravagant swimming pool. Each lead has its own expectations and timelines, demanding a tailored approach. Striking a balance between various product types, each with different sales strategies adds layers of complexity.

Embracing lead qualification

Lead qualification stands out as a vital tool here. It's the process of sifting through potential customers to pinpoint those genuinely ready to purchase. This efficiency not only saves time but significantly boosts your team's productivity.

Why lead qualification matters

In our unique field, understanding each customer's specific needs, preferences, budget, and decision-making dynamics is essential. Lead qualification moves you away from generic sales tactics, ensuring you connect with customers interested in your offerings.

Key elements to success

- **Understanding customer needs**: Tune into what your leads are seeking. Is it a swift carport installation or specific garden shed features?
- **Assessing purchase readiness**: Gauge where each lead is in their purchasing journey. Are they set to buy immediately, or are they still in the planning stages?
- **Aligning with budget and preferences**: Cater to your leads' varied financial capabilities and tastes, from economical choices to premium options.
- **Evaluating the decision-making process:** To customize your approach, understand who's involved in the buying decision.
- **Timeliness in follow-up**: Learn the art of timely follow-ups that keep leads engaged without pushing too hard.

Steps to improve quote-to-sales conversion:

- **Step 1**: Prepare lead qualification questions
- **Step 2**: Develop a scoring system
- **Step 3**: Implement lead qualification in your sales process
- **Step 4**: Follow up on the high-intent leads

Each of these steps is designed to enhance your interactions with potential customers, making every engagement more impactful and successful.

Let's embark on this journey to streamline your sales funnel and create more meaningful customer connections in the Home and Garden business.

# Steps to improve quote-to-sales conversion

STEP 1: Prepare lead qualification questions

To qualify your leads effectively, it's crucial to start with the right questions. These questions should uncover your potential customers' needs, preferences, and buying readiness.

Here are examples of qualification questions for different products in your industry:

Pergola qualification questions checklist
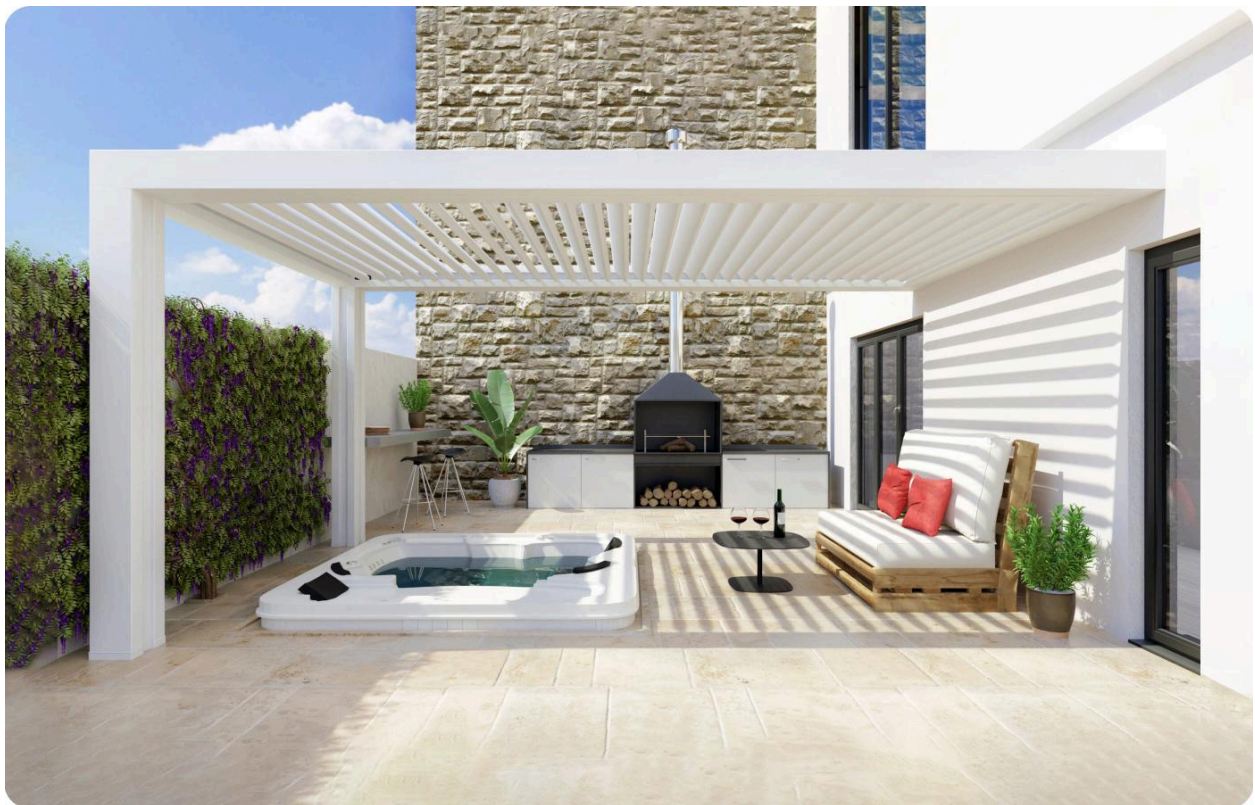
1. **Project timeline inquiry**
   - Question: When would you like to have your pergola installed?
   - Options: ["In the next month," "In 3-6 months", "Just exploring ideas"]
2. **Feature preference**
   - Question: Which pergola features interest you the most?
   - Options: ["Folding roof," "Glazed sides," "Beautiful design," "Sensors and addons"]
3. **Budget indication**
   - Question: What do you look for in your new pergola?
   - Options: ["Price-performance deal," "Best possible premium product," "As cheap as it gets," "I don't care"]
4. **Usage scenario**
   - Question: How do you see yourself using the pergola?
   - Options: ["Every day," "Picnics and family gatherings," "In the summer," "I don't know"]
5. **Feedback on configurators**
   - Question: What did you enjoy most about customizing your product today?
   - Options: ["Seeing the final look," "Understanding the pricing," "Exploring different options"]
6. **Decision-making**
   - Question: Who also needs to see this pergola to help you decide if it's right for you?
   - Options: ["Nobody," "My family/partner," "My boss," "My neighbor"]
7. **Previous Experience**
   - Question: Have you ever spent time under a pergola in the past?
   - Options: ["Yes, many times," "Once or twice," "No, but I want to"]

Garage door qualification questions checklist

1. **Project Timeline Inquiry**
   - Question: When are you planning to install your new garage door?
   - Options: ["As soon as possible," "Within the next 3 months", "Just gathering ideas"]

2. **Feature Preference**
   - Question: Which features are most important for your new garage door?
   - Options: ["Automatic opening mechanism," "Enhanced security features," "Insulation properties," "Custom design aesthetics"]

3. **Budget Indication**
   - Question: What's your budget for a new garage door?

- Options: ["Cost-effectiveness," "Balance of quality and value," "Premi," features," "Flexible on budget"]

4. **Usage and Durability Concerns**
   - Question: What's your primary concern when choosing a garage door?
   - Options: ["Longevity and durability", "Appearance and style", "Security aspects", "Not sure yet"]

5. **Feedback on configurators**
   - Question: What aspect of customizing your garage door most appeals to you?
   - Options: ["Material and color selection", "Choosing security features", "Design and style", "Haven't customized before"]

6. **Decision-making Influence**
   - Question: Who will be involved in the decision-making process for your garage door?
   - Options: ["Just me", "Family/partner", "Professional advisor", "Other stakeholders"]

7. **Previous Purchases**
   - Question: Have you purchased a custom garage door before?
   - Options: ["Yes, I have experience", "Once, but it was a while ago", "No, first time"]

Tiny house qualification questions checklist

1. **Project timeline inquiry**
    *   Question: "When do you intend to start your tiny house project?"
    *   Options: ["Immediately", "Within the next 6 months", "I'm in the early stages of planning"]
2. **Customization preferences**
    *   Question: "Which aspects of a tiny house are you most interested in customizing?"
    *   Options: ["Space-saving solutions," "Eco-friendly and sustainable features," "Modern technological integrations," "Unique architectural designs"]
3. **Budget planning**
    *   Question: "What is your budget range for the tiny house?"

- Options: ["Economic and affordable," "Moderate - seeking value for money," "High-end with luxurious amenities," "I'm still working out my budget"]

4. **Intended use**
   - Question: "What is the primary purpose of your tiny house?"
   - Options: ["Full-time living," "Vacation or secondary home," "Rental or investment property," "Not sure yet"]

5. **Feedback on configurators**
   - Question: "What did you enjoy most about designing your tiny house?"
   - Options: ["Choosing the layout and design," "Picking sustainable materials and features," "Integrating smart home technologies," "I'm yet to design one"]

6. **Decision-making**
   - Question: "Who else is involved in deciding on your tiny house?"
   - Options: ["Making the decision alone," "Family or partner input," "Consulting with a tiny house expert," "Gathering opinions from various sources"]

7. **Previous tiny house experience**
   - Question: "Have you lived in or visited a tiny house before?"
   - Options: ["Yes, I'm familiar with tiny house living," "I've visited a few," "No, but I'm excited to experience it."]

Remember, these are example questions. It's essential to adapt them to your business's unique needs. Every home and garden company is different, so ensure your questions align with your specific products and customer base. If you need help customizing these questions, feel free to book a free workshop with us for personalized guidance.

STEP 2: Develop a scoring system

Now that you have your lead qualification questions, it's time to make sense of the answers. A scoring system does just that. It gives points to each response, helping you determine which leads are more likely to buy from you:

1. **Scores for sales potential**: Give more points to answers showing someone is ready to buy soon. For example, a lead saying they want a pergola "in the next month" could get 10 points. Someone "just exploring ideas" might only get 3 points.
2. **Weighting responses**: Some answers tell you more about a lead's buying chance. These should get more points.
3. **Negative points for low chances**: If an answer makes it look like they won't buy, you might give it negative points.

Example of a scoring model for pergola manufacturer
- Project Timeline:
    - "In the next month": 10 points
    - "In 3-6 months": 5 points
    - "Just exploring ideas": 2 points
- Feature Preference:
    - Each selected feature: 2 points
- Budget Indication:
    - "Best possible premium product": 10 points
    - "Price-performance deal": 7 points
    - "As cheap as it gets": 3 points
    - "I don't care": 1 point
- Usage Scenario:

- "Every day": 10 points

- "Picnics and family gatherings": 5 points

- "In the summer": 4 points

- "I don't know": 2 points

In this model, a lead scoring above 20 points, for instance, is considered high potential. This system streamlines focusing on leads more likely to convert, optimizing the sales team's efforts.

Remember, setting up your lead scoring system is just the beginning. You'll need to test and adjust it as you go. Start with your initial scoring, then track how well these leads convert. You may need to adjust your scores if the leads aren't turning into sales. It's all about fine-tuning the system based on actual results.

STEP 3: Implement lead qualification in your sales process

Integrating lead qualification into your sales process is crucial and varies based on how you acquire your leads. Here are methods tailored for different lead generation channels:

1. **Lead generation via inquiry form**

Add qualification questions to your inquiry forms. These should help you quickly understand the customer's needs and how urgently they require your product. It's an efficient way to assess the potential of each lead right from the start.

2. **Lead generation via e-mail**

Before investing time in preparing a quote, email a questionnaire to the lead. This helps in focusing on leads that show genuine interest. Tools like [Typeform](#) are great for creating these questionnaires and are user-friendly and free to start.

3. **Lead generation via telephone**

During phone calls with leads, ask qualification questions. This way, you will find out if the potential customers intend to purchase your products.

4. **Lead generation via visual product configurator**

If you're using a visual product configurator, add the qualification question just before the potential customer submits the inquiry.
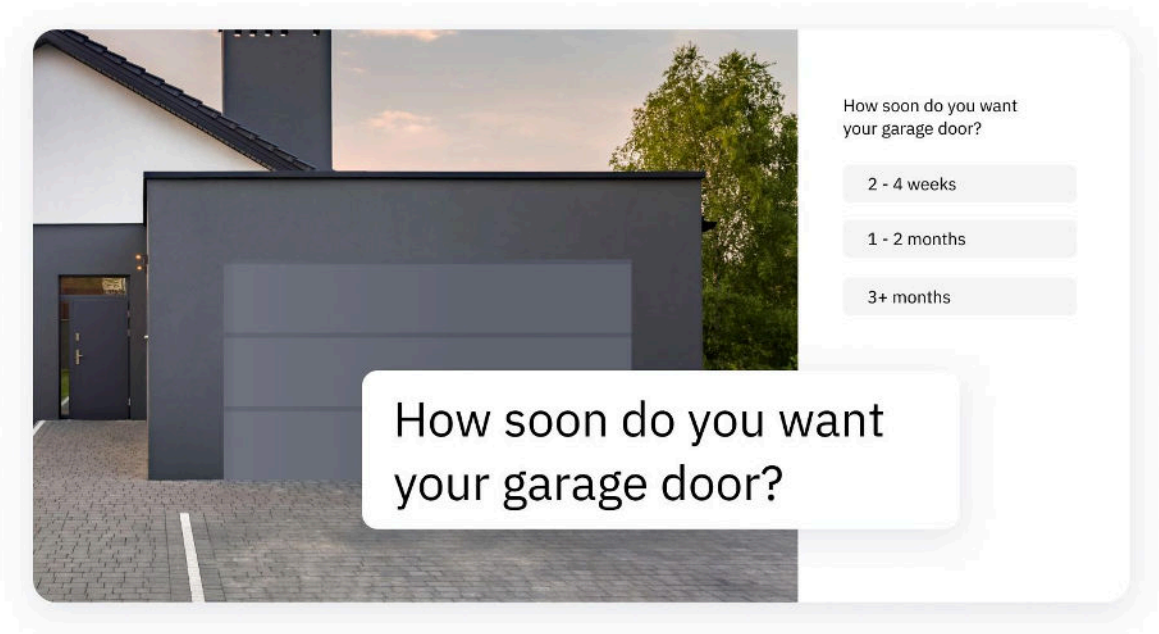
SaleSqueze Configurator: Consider using a configurator like SaleSqueze for a more advanced approach. It incorporates qualification questions and tracks engagement metrics like quote views. Hot leads can be identified with a Fire emoji 🔥, making it easier to prioritize follow-ups.
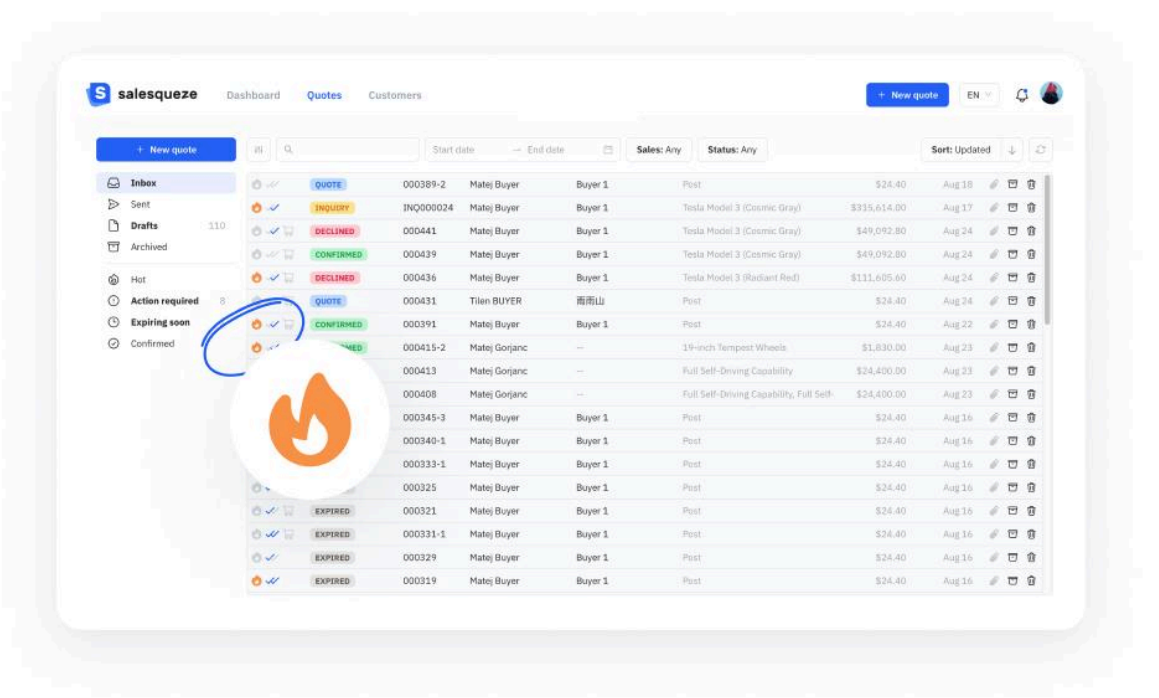
STEP 4: Follow up on the high-intent leads

Following up with high-intent leads is crucial to turn your quotes into sales. You have to make a consistent follow-up process - this is the key to closing more deals.

Here's an example of a follow-up campaign for a high-intent, short-term lead interested in a pergola.

Example follow-up campaign for a pergola lead

Follow-up Step 1: 📧 Email

- Time: Send 1 day after initial contact
- Subject: {{CustomerFirstName}}, book a measurement for your pergola!
- Body:

Hello {{CustomerFirstName}},

Thank you for your interest in the {{YourCompanyName}} pergola.

Personally, I believe that the pergola is an excellent choice, as it offers a perfect blend of style and functionality for your outdoor space.

I am curious if you had the opportunity to review the offer I sent you and if you have any questions.

The next step in acquiring our pergola involves visiting your location, where we will take precise measurements and discuss all the necessary details with you.

I invite you to select a time for my visit to your home. You can book a preferred time slot for measurement on this link.

For any further information, feel free to reach out to me at {{SalesRepNumber}}.

Thank you for your trust and warm regards,

{{SalesRepFullName}}
Sales Technical Advisor

A free and straightforward tool where customers can book a measurement on the location is Calendly.

Follow-up Step 2: 📧 Email

- Time: Send 2 days after the first email if there's no response
- Subject: Imagining Your Dream Pergola with [Your Company]
- Body: {{CustomerFirstName}}, any question about the quote for a pergola?

Hello {{CustomerFirstName}},

I hope you're having a great day. I'm writing to follow up on the pergola offer from {{YourCompanyName}} that I sent recently.

Have you had a chance to look over the details? Do you have any questions or need further clarification about our pergolas?

Remember, the next step is arranging a visit to your location for precise measurements and detailed discussion. If you haven't already, you can easily book a time slot for my visit using this link.

Our pergola can transform your outdoor space, and I'm here to ensure that every aspect meets your expectations. Please don't hesitate to contact me at {{SalesRepNumber}} for any information or assistance.

Warm regards,

{{SalesRepFullName}}

Sales Technical Advisor

Follow-up Step 3: 📞 Phone Call

- Time: Call 2 days after the second email if there's no response

Use this call to personally connect with the lead, offer additional support, and try to book a measurement on location.

Follow-up Step 4: 📧 Email

- Time: Send 3 days after the call if there is no response
- Subject: Imagining Your Dream Pergola with [Your Company]
- Body: {{CustomerFirstName}}, here is an exclusive discount for you - call me at {{SalesRepNumber}}.

Hello {{CustomerFirstName}},

Just a quick follow-up on your {{YourCompanyName}} pergola inquiry. Any questions or doubts about the offer? I'm here to help.

Great news - we have exclusive discounts available for you! To discuss these and tailor the best deal for your pergola, please call me at {{SalesRepNumber}}.

Don't miss out on enhancing your outdoor space with our special offer.

Best,

{{SalesRepFullName}}

Sales Technical Advisor

Follow-up Step 5: 📞 Phone Call

- Time: Call 3 days after the third e-mail if there is no response

This call is a final attempt to engage the lead. Express your eagerness to work on their project and ask if there are any barriers to proceeding.

Remember, these campaigns are just some inspiration for you, but you have to adapt the emails to your company's tone of communication, etc. Tailoring the content to align with your brand's unique voice and audience's expectations is crucial for effective engagement and results.

Automation of the followups

Managing lots of leads in your sales can get tricky. Luckily, there are easy ways to make this simpler.

1. **Using a CRM system:**

- **Automate emails and reminders**: If you have a CRM (Customer Relationship Management) system, you can set it up to automatically send emails and remind you about calls. This helps you keep track of all your leads without missing any.
- **Keep an eye on your leads**: A CRM lets you see where each lead is in your sales process so you know exactly when to follow up.

2. **No CRM? No Problem**

- **Try tools like Lemlist**: If you don't have a CRM, you can use a tool like [Lemlist](). It costs $99 per person each month. With Lemlist, you can set up your email campaigns and schedule when to call your leads.
- **Learn what works**: Lemlist gives you info like how many people open your emails and respond. This is helpful to see what's working and what's not so you can get better at reaching your leads.

By using these tools, you can make following up with your leads a lot easier and more effective. This way, you can focus more on talking to your leads and making sales.

Book a workshop

Great job learning about improving your quote-to-sales conversion! You've looked at key steps like choosing the right customers and keeping in touch with them effectively. These ideas are all about making your sales work better and more manageable.

Keep in mind using the right tools really helps. Whether keeping track of your leads with a CRM system or using something like Lemlist when you don't have a CRM, the aim is to make selling smoother. That way, you can focus more on talking to potential customers and making sales.

If you're finding some parts of this tough, or if you just want some expert tips on how to sell more, we can help. **You can book a one-on-one session with Ajda**, our marketing expert. She'll give you special advice and ideas on how to get better at turning quotes into sales.

Book a workshop with Ajda

Reserve now:

https://calendly.com/ajda-hafner/workshop-with-ajda