Measuring and Plugging Conversion Leaks

There is no business that I know of that has a 100% conversion rate. Websites with a 2 or 3% conversion rate are typically very successful. The normal rate is often less than 1%. Even destination retail stores have conversion rates that are well below 100%. What does your conversion rate look like? How many people are contacting you and not buying? Tracking conversion rates on websites is easy, because there are numerous tracking devices which measure and report to you on a regular basis. However, for small business owners, conversion rates can be a mystery. When I started tracking conversion rates in my stores, I was surprised by a number of things. Firstly, the conversion rate was higher than expected. Secondly, the fact that we were tracking conversion rates really got my staff more involved in ensuring that everyone that came through the doors was taken care of.

How do we track the conversion rate? In our stores, for certain periods of time, we have a pen and paper out in order to keep track of how many people leave the building without a purchase. Often times, the staff make notes of what area the customers are in and what they are looking at; especially if we don't have that product in stock. This is incredibly valuable information because we can plug those conversion leaks. If we have customers leaving because we are continually short of a certain item, we can make sure that that product is in stock. Also, in some businesses, there are times in the day, week, month, or year when there are not enough staff on the schedule, which can result in a loss of customers. Are your traffic counts up but sales down? If this is happening to your business, try to figure out a way that you can plug that leak. Maybe you have certain sales staff on your floor who don't complete the sales? Is your staff doing things at certain times in the day that is preventing your customers from getting served? Do your potential customers act in a certain way at a certain time? Are there more browsers in the evening but fewer sales? Increase sales results and you will increase profit. Measuring your conversion rates is a simple way of figuring out how to get more people buying from you.

Your Building

Make a point to go through the front door of your business and view things through the eyes of your customers. Start in the parking lot. What do you notice? Is your signage eye-catching or does it just get in the way? Is the grass cut and are the plants trimmed? Once inside, does it look clean? How does it smell? Do you need new paint? How is the layout? Did anyone greet you?

Your Website

Look at your website regularly, does it need a facelift? Are their products or pictures that need updated? Think about how you can get more people to convert on the website to moving into the sales cycle

Your Reception:

Call into your business from an unrecognizable line… how is the phone answered, how do your people treat new prospects or existing customers?

Have someone make the changes you need to improve your business to make it more appealing to the customers.

How do you plan to measure your conversion leaks?

What are 3 ways you are going to try and encourage more sales with your prospects and customers at your business?

1.

2.

3.