



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

*By Chris Smith*

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"If you need more traffic, leads and sales, you need The Conversion Code."  
**Neil Patel co-founder Crazy Egg**

"We've helped 11,000+ businesses generate more than 31 million leads and consider The Conversion Code a must read."  
**Oli Gardner co-founder Unbounce**

"We'd been closing 55% of our qualified appointments. We increased that to 76% as a direct result of implementing The Conversion Code."  
**Dan Stewart CEO Happy Grasshopper**

"The strategies in The Conversion Code are highly effective and immediately helped our entire sales team. The book explains the science behind selling in a way that is simple to remember and easy to implement."  
**Steve Pacinelli CMO BombBomb**

## 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 towards 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.

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### Editorial Review

From the Inside Flap

In *The Conversion Code* you will learn a step-by-step system for capturing and converting online leads into closed sales at the highest rate possible. Today's consumers are savvy, and they have more options than ever before. The same is true for salespeople and marketers. The ability to generate qualified leads and hyper-personalize the sales experience is unprecedented because of the Internet.

That's where this marketing guide stands apart from every other resource—it's written by an award-winning salesman who knows how to close deals over the phone the same day. Getting a person's name and email address is one thing, but getting their credit card number takes the practical blueprint inside detailing specifically what to say and when to say it—right down to the most successful tone to use—so you can consistently convince people to buy from you. But, before that, there needs to be someone to call, which is why two-thirds of this book spells out exactly how to generate profitable Internet leads—at a low cost per click, lead, and acquisition—and how to use technology, people, and marketing automation to turn those leads into an endless supply of quality appointments for your sales team.

If you're interested in making more money, you won't put this book down because it's so easy to quickly find the authoritative guidance you need to get results. Do you need to generate more Internet leads, need help turning leads into sales appointments, or help closing over the phone? The "How To Crack The Conversion Code" chapter tells you where to go for concrete solutions to each of those problems. This hands-on resource becomes more valuable the more you use it because of such game-changing features as:

- A new sales script that has been tested and convinces people to buy from you every single day
- Hard-earned tips and techniques that built fortunes for an A-list of celebrated (and notorious) leaders in sales
- Unbiased advice on software, platforms, and design strategies from the author's personal revenue-generating toolkit
- A complete list of the analytics and metrics you should be focused on for your website, landing pages, email marketing, social media and sales—along with what you should do based on what you find

Selling in the digital age is easy when you have *The Conversion Code*.

From the Back Cover

**"IF YOU NEED MORE TRAFFIC LEADS AND SALES YOU NEED THE CONVERSION CODE"**

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—Steve Pacinelli

**CMO, BOMBBOMB**

About the Author

**CHRIS SMITH** is the co-founder of Curaytor, a social media, digital marketing, and sales coaching company that helps businesses grow faster. In less than three years, he used *The Conversion Code* to grow Curaytor to over \$5 million in annual, recurring revenue, without raising any venture capital. Prior, Chris worked for two billionaires, a near billion dollar publicly traded company and a startup that was acquired for \$108 million. He speaks live in front of more than 50,000 people a year.

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**June Whitaker:**

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**Joyce Matchett:**

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