SALES

The Conversion Code

by Chris Smith

Internet leads rot in minutes. Speed, tenacity, and scripts turn clicks into appointments and sales.

BEST POINTS FROM THE BOOK

01 **Capture leads, create appointments, close sales - in that order.**

The code is C-cubed: three stages, three playbooks. Marketers capture, schedulers book appointments, closers close - specialists at each step beat one person doing all three badly.

02 **Design is king: one page, one purpose, one button.**

Smith's chapter-one heresy: 'Content is not king - design, being purposeful, and landing pages are king.' Match the page to the ad that sent the click, strip every stray link, and ask for exactly one action. Clutter leaks leads you already paid for.

03 **Call a new lead within five minutes - the 100X rule.**

Contact at five minutes converts at 100 times the rate of contact at thirty minutes. 'Time destroys all things' - yet 47% of businesses never follow up at all, and the median response takes over three hours.

04 **Speed + tenacity + script = the highest conversion rate possible.**

That is the book's literal formula, not a slogan. Speed without follow-up dies, persistence without a script rambles, and a perfect script that is never dialed is worthless. The three multiply each other.

05 **One call reaches 48% of leads. Six calls reach 93%.**

Tenacity is math, not motivation. Smith's cadence is three attempts on day one, two on day two, one on day three. No answer? Double dial - hang up and call straight back - then send a text.

06 **Text the lead. SMS beats email.**

Chapter 6 puts it bluntly: SMS > email. Texts are opened almost 100% of the time; email manages roughly 20%. Auto-text every new lead the second it arrives, and 'burst' the hottest leads with a call, text, and email together.

07 **Conversations create conversions.**

Follow-up emails should read like a person wrote them, not a campaign. Every message must be educational, entertaining, or conversational - starters like 'quick question' that earn a reply instead of a delete.

08 **There is no such thing as an old lead.**

Smith kills the 'old lead bucket.' Tracking pixels, user tracking, and retargeting ads watch your old leads and fire follow-up the moment their behavior heats up again. Yesterday's dead lead is tomorrow's hottest appointment.

09 **Stalk the lead before the call - then own the first minute.**

The two-step pre-call stalk: find two to four personal details online and open with them before the lead can brush you off. Take control of the call early, and when they push back, ARP: acknowledge, respond, pivot.

10 **Dig deep, stack five yeses, then pitch feature-benefit-tie-down.**

Ask questions until you hit the emotional reason they inquired. Recap their own words back into five yeses, then pitch four to six features as: what it is, how it benefits them, 'do you agree?' Each tie-down is a small yes carrying you to the big one.

11 **Close in two steps: trial close, then slot close.**

Transition with 'Great - here's what happens next.' The trial close tests readiness on a small next-step choice and flushes out hidden objections; the slot close then locks in the appointment or the sale. Hit a real objection? ARC it: acknowledge, respond, close.

12 **The sale is not the finish line - closed leads are a lead source.**

Script the minutes after the yes ('here's what happens next, here's what you're getting'), then survey buyers with NPS and call your 9s and 10s to ask for referrals. Work every referral like an internet lead: same speed, same tenacity, same script.

THE BOOK, IN SHORT

Chris Smith learned inside sales in the boiler room - selling mortgages by phone for Dan Gilbert's Quicken Loans while the housing market crashed - then co-founded Curaytor, a marketing and sales platform built for real estate agents. The Conversion Code is his playbook for the defining problem of modern selling: internet leads are cheap and plentiful, but they go cold in minutes. The follow-up numbers he builds on are brutal: 47% of businesses never follow up on a new lead at all, and among those that do, the median response takes over three hours.

Part I is capture, and it opens with heresy: content is not king - design, being purposeful, and landing pages are king. A website and its landing pages get one job each: match the promise of the ad that sent the click, remove every distraction and stray link, and ask for a single action. Around that core Smith builds the traffic machine: the perfect blog post, lead magnets, a Facebook funnel that moves people from content to conversion to closing ads, and retargeting for everyone who clicked but did not convert.

Part II turns leads into appointments, and it runs on one formula: speed + tenacity + script = the highest conversion rate possible. Under the 100X rule, calling within five minutes converts at 100

times the rate of calling at thirty minutes - and even then, one call reaches only about 48% of leads, so Smith prescribes six attempts across three days, the double dial, an instant auto-text (texts are opened almost 100% of the time), and dedicated schedulers whose only job is booking the appointment. In this system a lead never really dies: user tracking, triggered messages, and retargeting ads keep mining the old list indefinitely.

Part III is the close, delivered as a near word-for-word phone script (the second edition renames it the Billion Dollar Sales Script). Stalk the lead online first, open with the personal details you found, and control the first minute with ARP - acknowledge, respond, pivot. Dig deep until you find the emotional reason they inquired, build trust with co-branding and statistics, and surface hidden objections before you pitch. Then recap the lead's own words into five yeses, pitch four to six features with feature-benefit-tie-down, transition with 'here's what happens next,' and close in two steps: trial close, then slot close. Even the yes and the no have scripts - what to say after they buy, and how to turn buyers into a referral engine.

The examples lean real estate, where Smith built his career, but the code itself is industry-agnostic: conversion is what happens where marketing, sales, and technology overlap, and each of the three stages - capture, create appointments, close - gets its own creed and playbook. A second, expanded edition in 2022 reframed the system for a harder era with a new subtitle: Stop Chasing Leads and Start Attracting Clients.

DO THIS WEEK

This week, run the code on your own leads. Put a five-minute rule in place: every new inquiry gets a call within five minutes, then an instant personal text. For anyone you miss, work Smith's 3-2-1 cadence - three attempts today, two tomorrow, one the day after - and double-dial the no-answers. Track your contact rate and compare it with last week's pace. That gap, on the same leads you already have, is the entire argument of the book.

By Chris Smith, first published 2016 (Wiley); a second, expanded edition followed in 2022, subtitled 'Stop Chasing Leads and Start Attracting Clients.' Read it if your business earns or buys leads online and too many of them die waiting for a callback.