

So you have a lot of sales leads.

NOW WHAT?

79%

of marketing leads never convert to sales¹

ONLY 12%

of sales people make more than 3 contact attempts, but 80% of sales are made on the 5th-12th contact²

25%

of leads at most are legitimate and should advance to sales³

27%

of leads had not been contacted by a sales rep within 48 hours⁴

The numbers aren't pretty

Wouldn't it be great if you could focus your current sales staff on just the hot leads that are ready to buy now?

You could with

CONVERSICA

With Conversica you can:



Sort and prioritize every lead



Spend more time selling, not prospecting



Increase ROI

Driven by artificial intelligence, Conversica automatically determines a lead's intent in real-time by interpreting text from email responses. A sales rep is alerted immediately if a qualified lead indicates intent to purchase. It's the easiest, most efficient way to create more sales opportunities.

Learn more about Conversica and sign up for a product demo. Go to www.conversica.com/now-what or call +1 (888) 778 1004.

1. MarketingSherpa, <http://www.hubspot.com/marketing-statistics>
2. AA-ISP; Mind Capture Group
3. Gleanster, <http://www.hubspot.com/marketing-statistics>
4. Conversica



SOLVING THE MARKETING SALES DIVIDE

MARKETING

1. Marketing collects names and contact information from demand generation campaigns or events
2. A prospect's online behavior is often scored with Salesforce, Marketo, Pardot or another similar application
3. Marketing hands off these "qualified" leads to Sales for follow up

THE DIVIDE

1. Lead scoring is vague and does not uncover purchase intent
2. Sales rep has no way to determine if a prospect is valid, so every lead has to be treated the same
3. Marketing thinks it is handing off high quality, qualified leads; Sales believes Marketing mostly provides low quality, unqualified leads

SALES

1. Without insight into purchase intent, Sales cannot sort and prioritize leads
2. Sales reps burn hundreds of hours a year chasing fruitless leads
3. Good sales opportunities get dropped because there is never enough time to contact every lead

Make the leap to

CONVERSICA

Conversica's sales conversion management software finds the hottest leads faster and enables sales reps to focus 80% of their time on working the highest quality leads that intend to purchase.

No more vague lead scoring and chasing dead end leads!

To learn more about how Conversica can revolutionize how you sell, call +1 (888) 778 1004, visit www.conversica.com or contact sales@conversica.com.

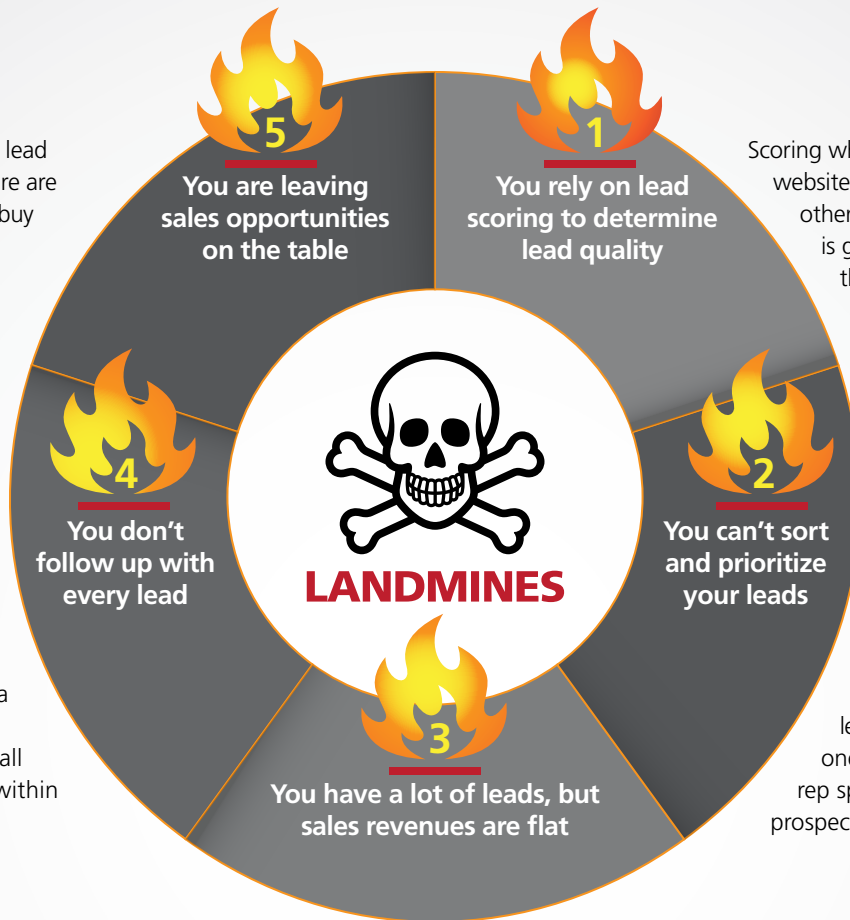
CONVERSICA
Converting Leads into Opportunities

Lead Conversion Landmines – And How To Avoid Them

Making sales from Internet leads is a challenge if your process is inefficient. Be careful where you step.

If you are not reaching every lead then it's highly likely that there are good leads that are ready to buy that are not contacted.

Without the ability to sort and prioritize follow up, sales reps waste hundreds of hours a year chasing fruitless leads. And that means there are usually plenty of good leads that don't get contacted because there simply is not enough time. A study by Conversica found that only 27 percent of leads received a timely call or information from a rep within 48 hours.



Scoring what a lead does on your website with Pardot, Marketo or other marketing automation tools is guesswork. Is the person that downloaded five white papers buying this week or a graduate student doing research? That's why 79 percent of marketing leads never result in a sale.¹

Because lead scoring is so vague, it's very difficult for sales reps to sort their leads and prioritize follow-up. As a result, they have to treat every lead the same and contact every one. That's why the typical sales rep spends 80% of their time prospecting and only 20% closing.

If you are running demand generation programs or buying leads from lists and aggregators but are not seeing an increase in sales, something is wrong. And it's probably your process.

1. MarketingSherpa, <http://www.hubspot.com/marketing-statistics>

SOLUTION: make Conversica part of your sales process.

Conversica's sales conversion management software automatically finds your hottest leads and enables sales reps to focus 80% of their time on working the highest quality leads that intend to purchase. No more vague lead scoring and chasing dead end leads!

To learn more about how Conversica can revolutionize how you sell, call **+1 (888) 778 1004**, visit www.conversica.com or contact sales@conversica.com

CONVERSICA
Converting Leads into Opportunities

LEAD SCORING & PURCHASE INTENT

How do you know which lead is **HOT** and ready to buy now?



WHICH IS THE HOT LEAD?

Based on common lead scoring practices, in the above sample scenarios, lead two would receive the highest score and would appear to be the hottest lead based on their actions and behavior. But in fact, lead 2 is a graduate student researching a paper. **Lead 3 is the hot lead** and ready to buy this week. But how would you know?

IDENTIFYING PURCHASE INTENT WITH CONVERSICA

The only way to truly qualify a lead and determine purchase intent is to engage the lead in conversation or an email dialog. But we all know how time consuming and challenging that is. That's where Conversica comes in.

Conversica automatically sends email messages to your leads, written in a friendly voice, just as a real person would do.

Because the emails are not perceived as spam or promotional, they typically achieve a 50+% engagement rate. Through on-going email conversations, Conversica can uncover details about purchase intent. Because Conversica is driven by artificial intelligence it can interpret email responses and continue the conversation – no human involvement needed.

No lead scoring system can match this level of insight and lead qualification. And when Conversica detects purchase intent or desire to engage in the sales process, a sales rep is alerted immediately.

Hi Bill,

Just checking in with to ensure you have all the information you need on the 2014 Toyota Camry V6 LE? Is 817-000-0000 is the best number to reach you?

Sally

Customer Service Representative

Hi Sally,

Sorry for my slow response. I appreciate your follow up. Yes, I have the information on the Camry. I'd like to set up a test drive asap. I am starting a new job in two weeks and I need a more reliable car as I now have a much longer commute. Is there someone there I can talk to about trading my car and current lease incentives?

Bill

Alert Sent!

Oct 1, 2014, 7:54 PM

To learn more about how Conversica can revolutionize how you sell, call **+1 (888) 778 1004**, visit www.conversica.com or contact sales@conversica.com

CONVERSICA
Converting Leads into Opportunities