

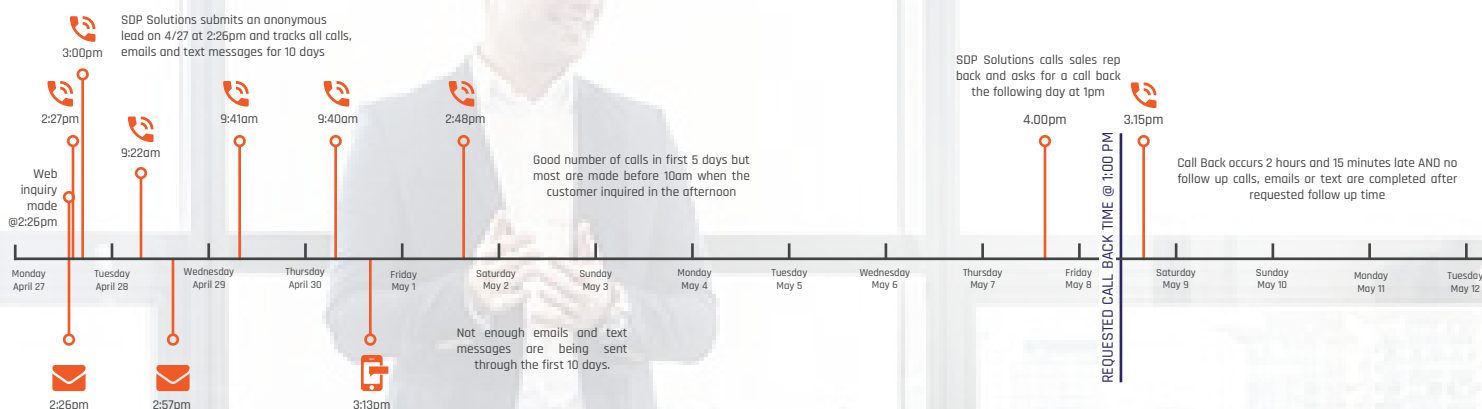


CONVERT MORE WITH A LEAD EXPERIENCE SCREENING

Only 50% of leads receive a call after submitting an inquiry, and it doesn't necessarily happen as you might expect. 80% of callbacks are more than one hour late, and only 15% of callbacks receive a second follow-up call...then it's radio silence. That's a lot of missed revenue that can be easily turned into opportunity that accelerates growth.

A Lead Experience Screening helps you convert more by analyzing the lead experience with a sales rep pre-contact through post-contact. Optimize what you're already spending on leads with a robust process that identifies gaps and highlights opportunities.

HERE IS WHAT A SAMPLE LEAD EXPERIENCE SCREENING LOOKS LIKE:



PRE-CONTACT ANALYSIS

- How many contact attempts are made?
- How many communication channels are used?
- What time are attempts made?
- What is the quality of the communication?

POST-CONTACT ANALYSIS

- What is the lead experience like after the lead connects with the rep?
- Does the rep adhere to the lead's communication preferences?
- Does the rep listen to the needs of the lead?
- How does the rep continue to keep the lead engaged?

KNOW WHAT'S REALLY HAPPENING TO YOUR LEADS FROM PRE-CONTACT TO POST-CONTACT.



Turn Missed Opportunity into Revenue

Convert more from the leads you've already invested in. Know what the end-to-end lead experience looks like so you can identify areas for improvement and stop leaving money on the table.



Improve Sales Performance

Test the lead experience across top, middle, and bottom performers. Compare results and improve overall team performance with continued training. Keep reps on their A game with random screenings to ensure lead experience consistency.



Optimize the Entire Sales Cycle

Get an in-depth analysis of the lead experience across the entire sales cycle so you can implement effective follow-up and post-contact strategies. Sleep better at night knowing your end-to-end lead experience is optimized to convert.

HELP CUSTOMERS CONVERT MORE. GET A CUSTOMIZED LEAD EXPERIENCE SCREENING!

- ✓ Detailed tracking of all contact attempts and engagement points during a 21-day screening period
- ✓ Full end-to-end tracking from pre-contact through post-contact
- ✓ Test multiple types of sales rep and customer engagement experiences
- ✓ Track all types of communication (email, phone, SMS)
- ✓ Custom report with findings, analysis, and recommendations

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