

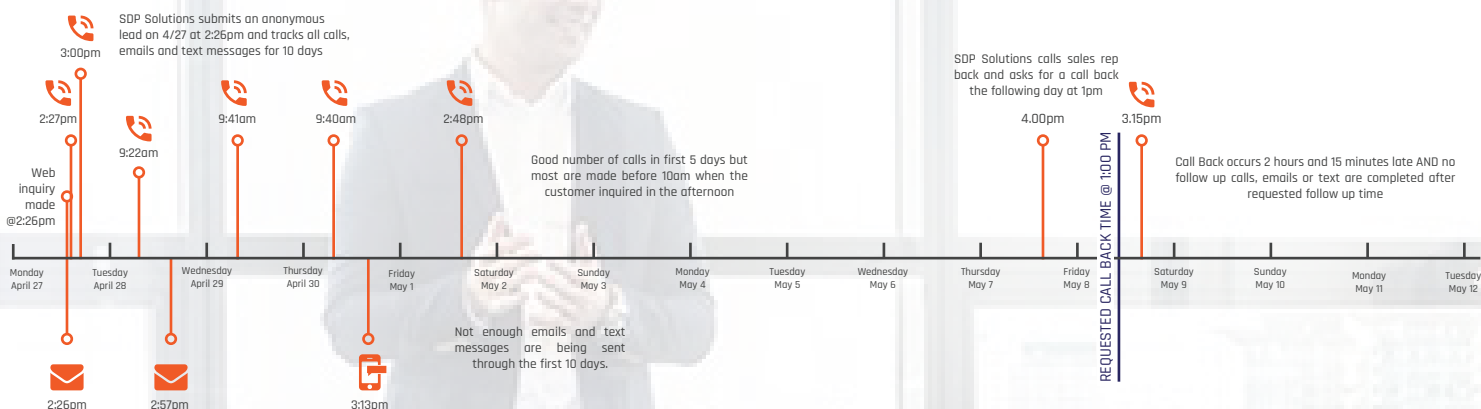


CUSTOMERS CONVERT MORE WITH A LEAD EXPERIENCE SCREENING

Only 50% of leads receive a call after submitting an inquiry, and it doesn't necessarily happen as your customers 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 your customers get more out of the leads you provide by analyzing the lead experience with a sales rep pre-contact through post-contact. Help customers convert more 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?

YOUR LEADS DON'T SUCK, LEAD BUYERS JUST NEED A LEAD EXPERIENCE SCREENING.



Become a Trusted Expert

Prove the value of your leads and overcome customer objections when lead quality is questioned. Customers will be able to convert more of your leads when you work with them on understanding exactly what is going on between the lead hand off to follow-up process.



Build Better Partnerships

Take a consultative approach when working with customers to ensure they get the most out of the leads you provide their business. Go above and beyond to help customers identify opportunities that increase lead conversion.



Gain Visibility into Lead Performance

Get the insight you need to protect your brand. Know how customers are following-up with leads so you can help them optimize and deliver the best experience possible that builds recurring and referral business.

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

SCOTT D. PAYNE

Owner & Principal Consultant

- ☎ (214) 783-8953
- ✉ scott@sdp-solutions.com
- 🌐 www.sdp-solutions.com
- 🐦 @SDP_Solutions.com

