



# Increase ROI From Leads by 20% or More With Pull Leads Management

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[www.clickpointsoftware.com](http://www.clickpointsoftware.com)

# Increase ROI from leads by 20% or more with Pull Lead Management

## How do sales team increase sales with pull lead distribution?

If you expect that you are going to push leads to sales members and they are going to consistently work leads (call and email) the appropriate amount of times you are in for a long ride.

**Fact:** 90% of sales are made on the 7th contact with a lead

**Fact:** 80% of sales agents have given up by only the 3rd contact

**Question:** *Given this information do you believe your sales agents are naturally calling the leads your marketing team spends time and lots of money to create?*

**Fact:** Calling and making contact with a lead in the first 5 minutes increases your ability to convert a lead by as much 200% or more.

**Question:** *If you push a lead to a salesperson who is engaged with a client on the phone for as long as an hour, what happens to the lead? Does your software know that the salesperson is engaged in a conversation, is out to lunch, or has called in sick?*

**Question:** *Does your CRM system inform you about the time a lead has been sitting, number of times each lead has been called, ensure leads are served to agents that can actually take the lead?*

The truth of the matter is that salespeople need

the right tools and the right environment in order to be successful. A pull based system operates to create the right tools and it fosters the right environment. Find out how utilizing a lead management solution helps clients from many different industries close 20% more of their leads using proven methods.

First let's define the methods of lead management and lead distribution:

**1. Automation** - No matter if you use Push or Pull leads you generally have the ability to automate lead delivery to your sales teams using the following types of automation:

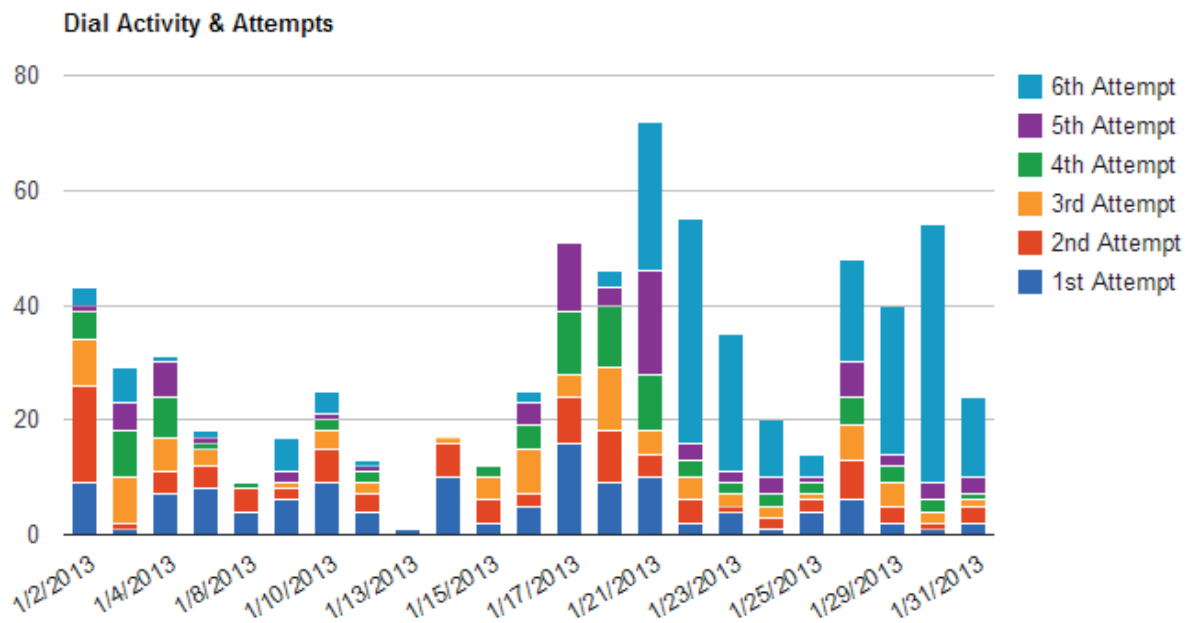
- a. Round Robin
- b. Percentage
- c. Weight

**2. Criteria** - You also have the ability to add criteria which will allow you to set lead assignment based on any of the fields you collect.

- a. Zip Code, State, Country Code, Postal Code
- b. Type of products
  - i. Mortgage - Refi Mortgages vs. HELOC
  - ii. Insurance - Life vs. Health

**3. Restrictions** - Such as callable times, times a lead can be pulled, and number of leads an agent can have at one time also play a role in how effective your strategy can be.

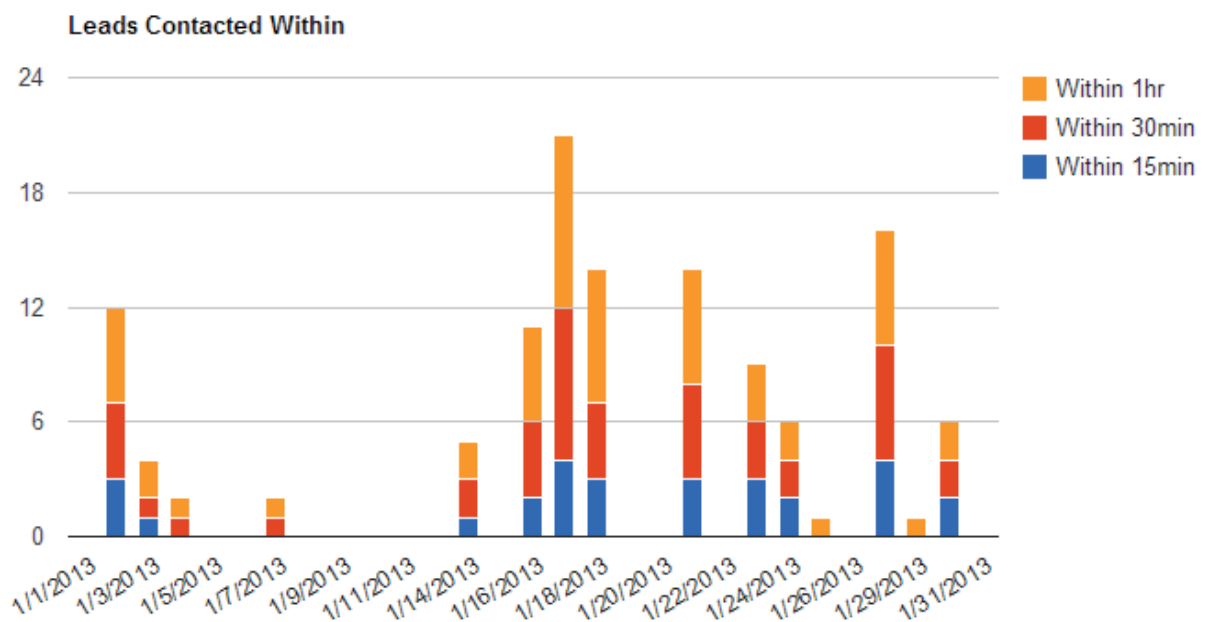
*Once you have defined these rules you must watch closely how subtle changes to these rules can make big changes to your ROI. In order to get the insight into how these changes can affect your results you need very good reporting.*

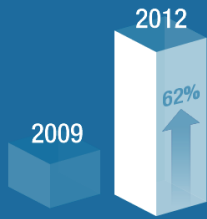


Key Performance reports or KPI reports will help you understand if your team is operating at maximum efficiency. This report will visually help you understand how many of your leads on a daily basis are being called the appropriate times.

**Question:** *If you receive 10 leads on a given day how many of those leads are called within the first 30 minutes, 15 minutes, 5 minutes?*

Depending on the service you offer and the way the lead was generated you could be losing the sale in the first 5 minutes because your competitors are already talking to a potential sale.





**2012**  
7,615,000 Leads Processed

**2009**  
4,760,000 Leads Processed



**2012**  
Over 1,604,495 Leads  
Scored and Rejected



**2012**  
Over 100,000 Live Call  
Transfers Created



**2012**  
Over 200,000 Phone  
Calls Routed



**2012**  
Over 100,000  
Emails Opened



**2012**  
183,786  
Deals Won



Reduced lead contact time by nearly 85% for as many as 6,000 sales professionals



**2013**  
50 most influential  
by SLMA



**2013**  
LEADER Award for Best  
Lead Distribution Partner by  
Leads Council



## About ClickPoint Software

ClickPoint Software is a lead distribution and lead management company dedicated to decreasing costs and increasing ROI for our customers. Our easy-to-use, easy-to-implement software gives sales and marketing teams the tools they need to distribute, track and manage leads in real-time, helping to increase conversion rates. Unlike other lead management software, ClickPoint offers a complete solution that can stand alone or integrate with existing systems.

ClickPoint Software products help our clients – from the Fortune 500 to small and mid-size businesses increase efficiency and decrease cost so they can improve ROI in as little as 90 days, so they can focus on profits, not process.

**TERMINIX**

*Culligan*

**m** my move.

**CertainTeed**

  
STEINWAY & SONS

**TRUGREEN**

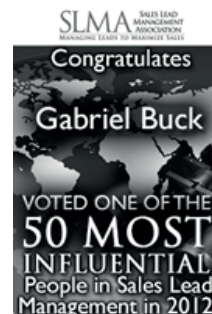
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