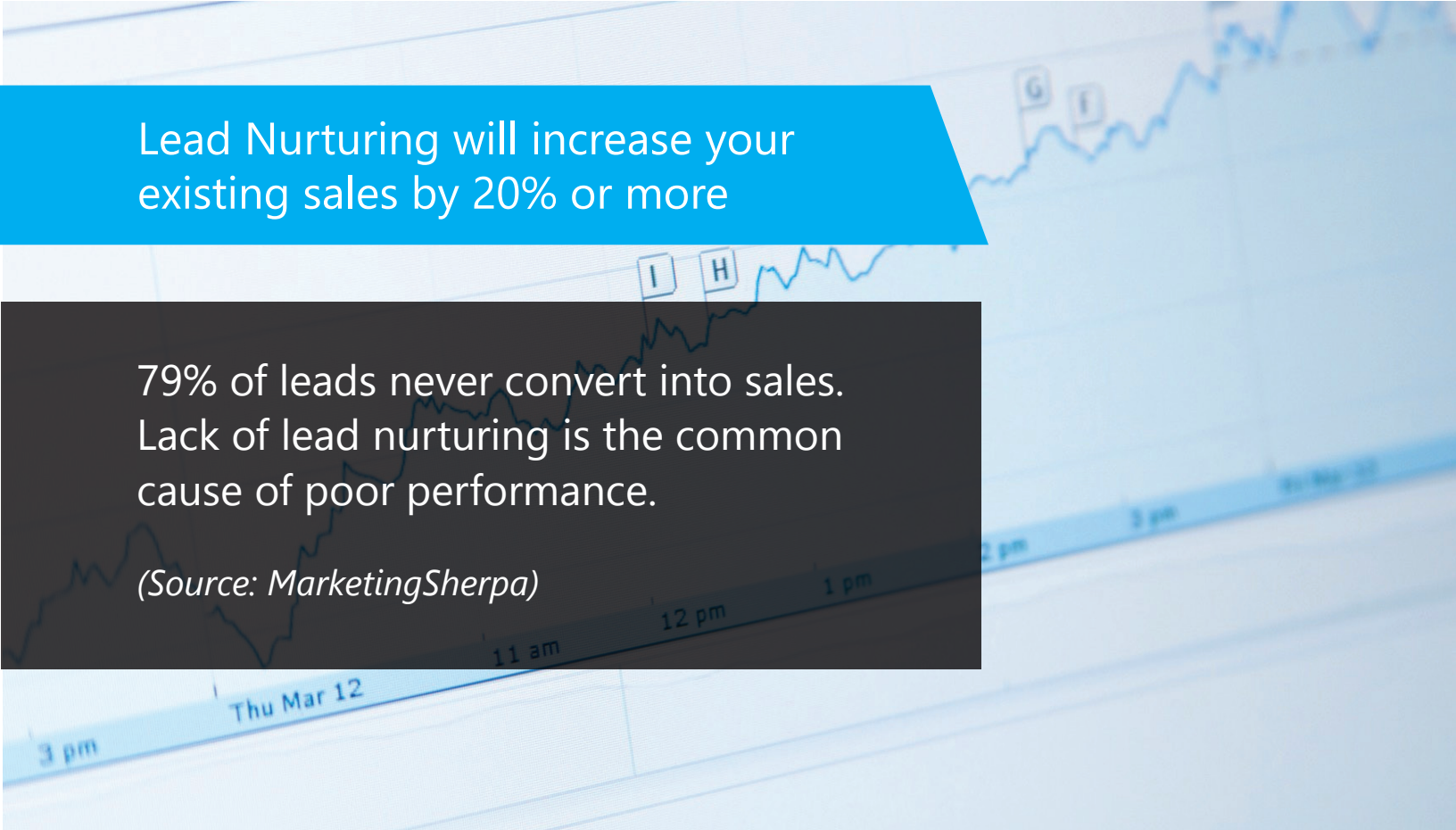




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79% of leads never convert into sales. Lack of lead nurturing is the common cause of poor performance.

*(Source: MarketingSherpa)*

**Example: 15-25%** of ClickPoint Software leads are sales ready. That number goes up or down depending on the lead generation method. Organic SEO derived leads tend to be as high as 75% sales ready, however, organic is only 30% of our mix of leads.

**10% of leads** no matter how good your lead generation methods are fall to the wayside because they either wanted a different product, provided bogus information, or just didn't like your sales person.

*This means 65%-75% of your leads need to be nurtured!*

**Question:** *Once you have done all the work to find good lead sources, you are a CPC expert, and your website ranks organically, what do you do to close the leads you created? Here comes the hard part where you have to figure out what content will keep your potential sales engaged through the process.*

Many experts contend that using lead nurturing and a lead management software will increase your close percentage by as much as 25%. This is true but you still need to figure out how to make the best use of the tools available from your Lead Management Solution.

## *What tools will help you specifically improve your close percentages?*

### **1. Automated Lead Nurturing – Drip Email**

SalesExec has email marketing included in its monthly cost.

**Fact:** Nurturing your leads will help you close more deals later down the line and keep 70% of your leads that are not sales ready engaged.

### **2. Power Dialing and Telephony Solutions**

SalesExec is integrated with Skype, Cisco, CDYNE, X-Lite, and many VoIP phone providers. It costs nothing additional to run their proven power dialing solution.

**Fact:** If you are the first to call a lead your ability to convert increases by as much as 50%-200% and your chances to close improve dramatically if your team is able to call a lead more than once within the first 6 hours.

### **3. Pull based lead management solution**

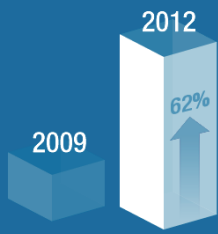
SalesExec serves up leads to your best performers and forces them to pull leads and make the appropriate amount of phone calls.

**Fact:** With Pull based solutions ClickPoint clients have reduced contact time on leads by as much as 90% and improved closing rates by nearly 20% with this method alone. This type of lead management helps to improve a sales teams ability to call more leads in the first 5 minutes, improves lead penetration, and reduce time to contact.

Let's not complicate things. If you focus on these three areas you will improve your sales conversion by as much as 25%. Our team will show you how and work with you to ensure these numbers are a reality for your entire team. It's our job to help you close more leads in less time.

## **Tips**

- Start writing your content for lead nurturing campaigns and find statistics that really matter to your potential clients.
  - If you don't have content start researching companies that can provide it like Forrester or Aberdeen.
  - Ask your customers why they like you. Don't worry, I'm sure they will be nice.
- Find out what VoIP phone solutions you like and what kind of bandwidth requirements they require.
- Start creating benchmarks for your team. If you want each lead to be called 7-10 times over 7 days, start implementing the daily required calls and make it fun.



**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**

*merry maids*

**American Home Shield**

**SOLARWORLD**

**THE TRAVEL CORPORATION**

**Efinancial**



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**SAFE HARBOR**  
U.S. DEPARTMENT OF COMMERCE