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Simplified Lead Management & Automated Marketing

6 Signs Your Inbound Lead Management Process is Broken

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Today's customers want it pronto!

Ever notice how sometimes solving one business problem leads you to the door of another?

Not so very long ago, the problem was lead generation. For many companies, integrated content-driven marketing campaigns, enabled by technology tools across multiple channels such as web, e-marketing and direct mail have proved to be the solution for meeting demand for lead generation.

However, solving the problem of generating leads uncovers the problem of how to manage those leads effectively. For many the answer has been CRM. However, more and more companies find it comes up short.

Why? Even when integrated with other software tools, CRM is not suited to rapidly distributing leads to your own field sales and call center agents, or to the ecosystem of external partners that many enterprises rely on to provide endpoint service for customers.

Today's prospects don't care about the shortcomings of your CRM system. Today's potential customers have just made an inquiry and hung up the phone or submitted their contact details via a landing page. Today's potential customers are waiting for a call back pronto!

B2C and B2B prospects want instant answers, instant prices, and instant service. Everyone is busy. No one wants to hang on the phone for 5 minutes, or waste time navigating the call center auto-attendant.

Quite simply, if your prospects are forced to wait hours or days for the answers they need to help them make a purchase decision they are likely to go elsewhere. In this guide we identify 6 of the tell-tale signs that indicate your lead generation management process needs fixing.

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1. It takes hours or days for your valuable sales leads to be contacted

Why does this mean our process is broken?

If you are able to measure the time taken for your leads to be followed up in hours or days then it is a sure sign that your lead management process needs fixing. Research from multiple sources indicates that delays in call back significantly lower conversion rates.

What could fixing it do for us?

Automated lead management processing enables prospects to be contacted within minutes rather than hours or days. This is so efficient that even over large scale operations of thousands of agents spread across multiple call centers, a call back time of around 2 to 3 minutes is achieved. Research shows calling back within 5 minutes increases conversion rates 200%. 35-50% of sales go to the vendor that calls back first.

2. We use a manual process to distribute leads to call center and field sales agents

Why does this mean our process is broken?

Smaller companies still use inefficient manual processes to gather, centralize and distribute leads using spreadsheets. In a small scale business this seems reasonable. However, today's small businesses may have global reach, with distribution, franchises or resellers providing local outlets for products and services across the world.

What could fixing it do for us?

Automatic routing of leads to external partners accelerates follow up. Automated lead management distribution never sleeps so time zone differences don't delay the lead conversion process. Typically, boutique brands with big ticket items selling globally are able to get their agent network to respond faster. Sales & Marketing VPs and managers don't waste time sending out leads.

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3. We can't be sure leads go to the most appropriate agents or salespeople

Why does this mean our process is broken?

Do you give your hottest leads to your best sales agents? Or do you give the hot ones to your order takers and prioritize the warm leads through to your people with really good selling skills? If you don't have the luxury of grappling with a puzzle like this, or the ability to test your theories around it, then it's a reasonably sure bet you're not maximizing the ability to convert your leads.

What could fixing it do for us?

Automating lead management with software provides the capability to score each prospect and lets you identify the conversion abilities of every sales person. You analyze the results and understand how best to automate routing so leads are distributed to the most appropriate sales agents.

Understand how best to automate routing so leads are distributed to the most appropriate sales agents

4. We don't have a single view of leads from the internet, lead providers, DM & voice calls, etc.

Why does this mean our process is broken?

Your leads come in through different channels and you deal with each channel individually. Or you may break out the leads into a spreadsheet or export to CRM. While this may put all the leads in one place, it often requires human intervention, wasting precious time, delaying follow up sales activity and driving down your conversion rates.

What could fixing it do for us?

Automated lead management processing brings together the data streams from all your lead generation channels to provide a single view. This happens in real-time time, transforming the ability to analyze the data, understand trends and optimize your operations and processes.

Now it's in a single system, uniform lead scoring criteria is applied enabling accurate routing to the most appropriate field sales, call center agents or salespeople in your external ecosystem.

Automated lead management processing brings together the data streams from all your lead generation channels to provide a single view.

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5. Our lead management process isn't great for nurturing and analysis

Why does this mean our process is broken?

Typically, only a maximum of 25% of leads are ready to buy at the time they make an inquiry. The remaining 75% are called and qualified. However, how many of these do you put through a structured program of follow up communication designed to nurture and develop them through to conversion?

What could fixing it do for us?

Good lead management processing enables prospects that are not ready to buy to be nurtured and followed through to conversion. In particular, B2B sales often require multiple contacts. It is important to be able to track every interaction through to conversion or lost sale. This lets you obtain KPIs such as total cost of acquisition. Analysis helps you understand how to improve your process for developing prospects through the pipe.

6. We don't know if leads are being called the optimal amount of times

Why does this mean our process is broken?

Research shows 80% of sales agents have given up by the third call. It also shows that 90% of sales are won on the 7th call. In fact 50-80% of all new business develops after the fifth, sixth and seventh touch or contact. If you don't have complete visibility of follow up contact activity by your sales agents you have no way of knowing if your leads are being followed up the optimal number of times.

What could fixing it do for us?

Automating lead management processing with software provides visibility, enabling you to make sure your sales agents are being consistent and persistent in performing follow up activity. Lead management processing is the platform for sales best practice that optimizes your sales process and maximizes your lead-to-conversion rate.

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Fixing your broken lead management process with ClickPoint Software

ClickPoint Software offers automated Lead Distribution, Marketing Automation, and Lead Management solutions for leads acquired across multiple channels.

Our solutions provide value, helping our customers to generate more ROI from marketing by:

- Enabling sales teams to close more leads in less time
- Maximizing lead value by capturing, routing, and scoring leads

Call us today

Call us today on **1 (866) 372-9431** or come visit **www.clickpointsoftware.com** to find out more about how we are able to help you.

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