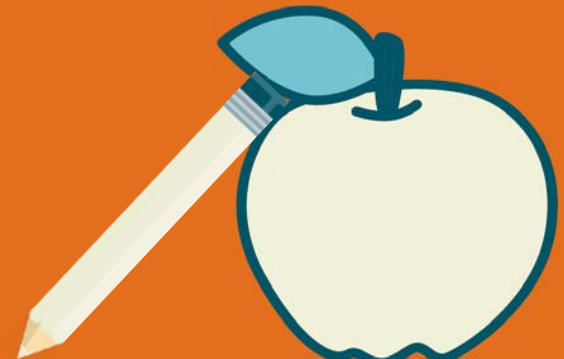
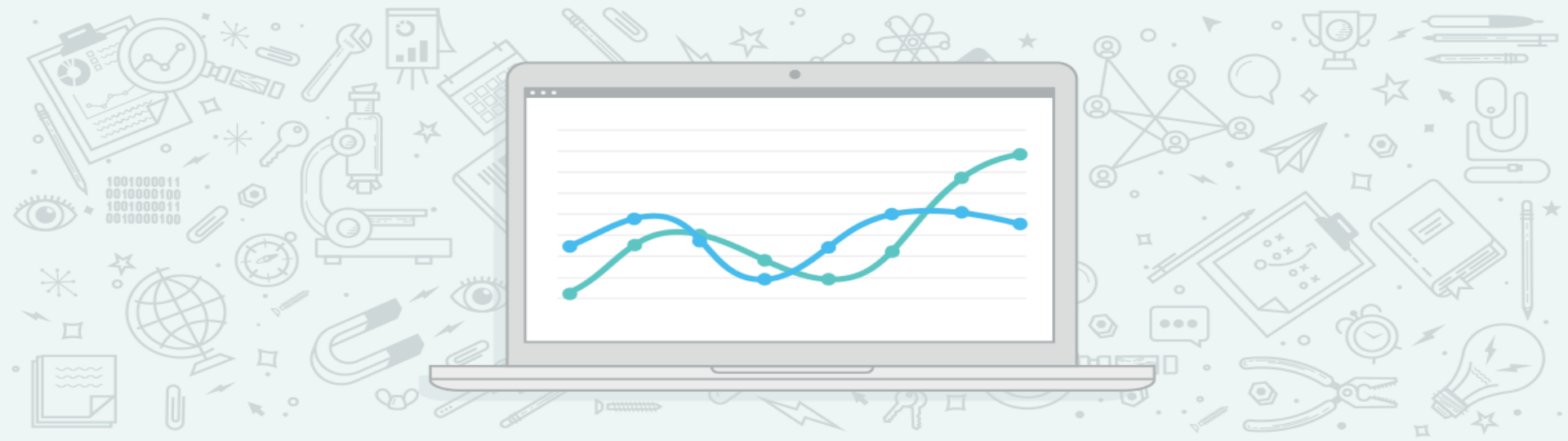


The ABCs of  
**Enhancing Your  
Lead Management**

With





Understanding customer behavior is **crucial**.  
Getting reports about how well your marketing works will ensure you **maximize marketing efforts**.

**A** IS FOR  
**ANALYTICS**



# SAVE

**B** IS FOR BROADCAST  
MESSAGE MANAGER



Time



Money



Energy



Send prerecorded messages to your customers.

# 61%

of mobile searchers think click-to-call advertising is the most important aspect in making a purchase.<sup>1</sup>

**C** IS FOR  
CLICKABLE  
NUMBERS

To improve online-to-offline lead conversions, consider using phone numbers that connect you to the prospect in seconds.

<sup>1</sup> <https://www.thinkwithgoogle.com/consumer-insights/click-to-call/>



With fines of up to **\$40,654** per call for calling numbers on the Do-Not-Call list, it's crucial to make sure you follow protocol.<sup>2</sup>  
That's where we come in.

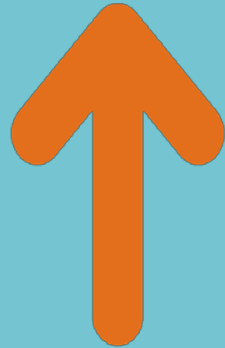


**D** IS FOR  
DNC LIST  
COMPLIANCE



<sup>2</sup> <https://www.consumer.ftc.gov/articles/0108-national-do-not-call-registry>

# 855.CALLBRIGHT



Using a mnemonic or repetitive phrase increases response rates by **30-60%<sup>3</sup>**

<sup>3</sup> <http://self.gutenberg.org/articles/phoneword>

**E** IS FOR  
ENHANCED  
NUMBERS





**F** IS FOR  
FOLLOW-UP



**80% of sales require 5+ follow-up calls, but 44% of sales reps give up after 1 follow-up.<sup>4</sup>**

**Following up with customers should be top priority to increase closed leads.**

## Custom greetings can:

- Prepare your staff for every call.
- Increase customer satisfaction.
- Keep customers informed.



**G** IS FOR  
GREETINGS



**G**



**81% of people are happy to pay  
more  
if they get the  
right customer experience.<sup>5</sup>**

**H IS FOR HAPPY  
CUSTOMERS**



<sup>5</sup><https://www.capgemini-consulting.com/newsroom/the-disconnected-customer>



**Don't let your leads  
get away from you.**

**Get instant information about  
who's calling you and which  
advertising campaigns are  
effective, all while holding your  
employees accountable.**

**I IS FOR  
INBOUND LEAD  
TRACKER**



# Identify star employees.

Monitoring your employees and holding them accountable is the most efficient way to separate your top performers from the rest.

**J** IS FOR  
"JOB WELL DONE"



Call scanner uses  
-voice recognition-  
to scan phone calls  
for keywords.



**K** IS FOR  
KEYWORDS



# Don't miss a lead.



**L** IS FOR LEAD  
CHASER



**Easier said than done, right?**

**Lead Chaser** calls an available agent and connects the prospect instantly, increasing your odds of capturing the lead.

Are you spending too much on ineffective marketing?



Implement ROI-measuring tools to get the most bang for your buck.



**M IS FOR  
MEASURABLE**



# Build relationships. Enhance social media.




**N** IS FOR  
NETWORK

We all know how important it is to **build relationships through social media** in this day and age. Build your network to increase your leads and sales.



# How is your sales team performing?



**0** IS FOR  
OUTBOUND CALL  
TRACKING

Do your reps call prospects in a timely manner? Find out by recording calls in real time to uncover any issues you need to address with your team.



# Have your closing rates seen better days?

If you're utilizing a call tracking system, you may realize all too quickly that your sales team is dropping the ball.



Luckily, we offer 24/7/365 access to training, giving your team the tune-up they so desperately need.

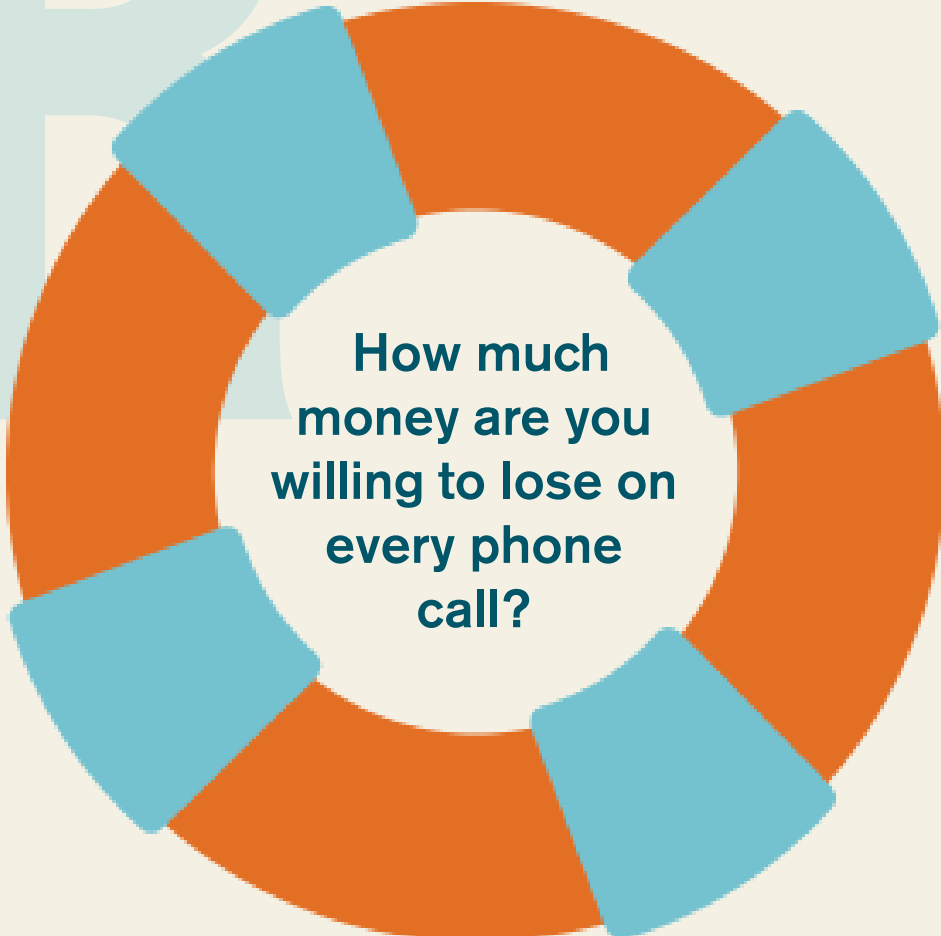

**P** IS FOR PROACTIVE  
TRAINING SOLUTIONS



**Q IS FOR  
QUALITY**



It takes **12 positive**  
customer experiences to  
make up for **1 negative**  
customer experience.<sup>6</sup>



How much  
money are you  
willing to lose on  
every phone  
call?



Our professionally  
trained staff reviews  
your calls to rescue  
missed opportunities.



**R IS FOR  
RESCUE**



# Is your sales team closing **all** leads?



**Call reports can help you determine whether or not your staff is responding to leads.**



<sup>7</sup> <https://www.conversica.com/two-thirds-of-companies-fail-to-effectively-follow-up-on-inbound-sales-leads-new-research-reveals/>



**T** IS FOR TARGET



Make sure you're targeting the right audience by implementing call reports and reviewing demographic information.

# Too much talk, not enough action?

**U** IS FOR  
URGENCY

You might not be creating enough urgency on mishandled calls.



Let us help you assign mishandled calls to reps for follow-up.



4 times

as many consumers would rather watch a video about a product than read about it.<sup>8</sup>

V IS FOR VISUAL CONTENT



<sup>8</sup> <https://animoto.com/blog/business/video-marketing-cheat-sheet-infographic/>

Best practice is to respond  
within 5 minutes, but only

7.7%

of leads receive a response in  
this time frame.<sup>9</sup>

W IS FOR  
WAIT TIME

Time is money.



# Get a clear view of your company.

Use call monitoring technology to know which areas are satisfactory and which need improvement.



X IS FOR  
X-RAY



# What do all these tools and tactics mean for you?

Y IS FOR YOU




- More time
- More money
- Happy employees
- Fewer lost sales
- Easier management
- Better customer service



**Z** IS FOR ZERO  
MISSED SALES



By utilizing  
 **CALLBRIGHT**<sup>®</sup>  
you can increase  
your sales.

Call us at **855.528.7755** or visit [callbright.com](http://callbright.com) to learn more.