

5 REASONS YOU NEED LEAD MANAGEMENT

DO YOU WANT TO ACQUIRE CUSTOMERS? THEN YOU NEED A LEAD MANAGEMENT SOLUTION.

1. CRM ≠ CUSTOMER ACQUISITION

READ THE ACRONYM--CUSTOMER RELATIONSHIP MANAGEMENT. WHEN YOU ATTEMPT TO ACQUIRE A CUSTOMER FROM A LEAD YOU HAVE NEITHER A CUSTOMER OR A RELATIONSHIP.

LEAD MANAGEMENT IS THE DIFFERENCE BETWEEN SERVICING A RELATIONSHIP AND CREATING A RELATIONSHIP.

2. ONE CALL CLOSES ARE FANTASY!

SURE, IT HAPPENS, BUT THEY NEVER BECOME CUSTOMERS. 80% OF LEADS/CONSUMERS CLOSE AFTER THE 5TH CALL.

HOW MANY CALLS DOES IT TAKE TO MAKE A RELATIONSHIP? HOW MANY OF YOUR LEADS GET 5 CALLS.

NOW, YOU DO THE MATH. HOW MUCH PRODUCTION DID YOU LOSE LAST MONTH?

3. SALES PEOPLE CAN'T PICK LEADS

HOW MUCH TIME IS WASTED PICKING WHAT TO WORK ON? WE ALREADY KNOW IT IS CONTACT RATE AND PERSISTENT RELATIONSHIP BUILDING THAT CLOSES ALL LEADS.

READ MY ARTICLE ON "WHY QUALITY DOESN'T MATTER" TO LEARN HOW TO MAKE THIS INEFFICIENT BEHAVIOR EVEN LESS IMPORTANT.

4. LEADS NEED TO BE NURTURED

69% OF SALES PEOPLE THAT BECOME TRUSTED ADVISORS GET THE DEAL.

73% OF SALES TEAMS DO NOT HAVE A PROCESS TO RE-QUALIFY OR RE-VISIT LEADS

80% OF SALES CLOSE AFTER THE 5TH CONTACT

40%-68% OF DISQUALIFIED LEADS BECAME QUALIFIED WITHIN 12 MONTHS

5. LOAD AND SHOOT INCREASES SALES VELOCITY

NO DISTRACTION, NO LOST LEADS, SELECTIVE LEAD DISTRIBUTION CREATES A HIGHLY RESPONSIVE CUSTOMER EXPERIENCE.

WATCH PERFORMANCE TEMPO GO FROM 15 CALLS PER DAY TO 80 CALLS PER DAY WITH THE SAME QUALITY, JUST LESS WASTE.

YOU KNOW I ALWAYS GIVE YOU MORE THAN YOU EXPECT. (BY THE WAY, YOU SHOULD TRY THIS WITH YOUR CUSTOMERS--THEY LOVE IT!)

6. YOU CAN ACTUALLY MAKE BUSINESS AND SALES PROCESS DECISIONS WITH FACTS.

7. IT WILL MAKE YOU BETTER THAN YOUR COMPETITORS

- + FASTER
- + LEANER
- + MORE RESPONSIVE

- = MORE CUSTOMERS
- = MORE MONEY

FOR MORE INFORMATION, CONSULT THE LEAD EXPERTS AT KALEIDICO:

WWW.KALEIDICO.COM | WWW.ICOSALES.COM

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