

The fastest, easiest way to engage and qualify leads

What

- Automated sales assistant software that automatically contacts, engages and qualifies all your inbound leads via two-way email messaging with artificial intelligence

How

- Initiates and manages personal one-to-one email conversations with all of your inbound leads
- Interprets email replies from leads and automatically alerts you the minute the lead demonstrates intent to buy
- Reports on lead follow-up and response and details of every conversation, so you can be sure no lead is ever dropped

Why

- Prioritizes leads so you can be more effective
- Increases the number of leads each sales rep can manage
- Significantly improves the quality of leads assigned to sales reps so they can focus on selling and closing buyers
- Deepens the connection with potential customers to help increase brand loyalty
- Delivers unique insights into sales team effectiveness



AI-driven lead engagement software. Only from Conversica®

Engaging leads takes time, effort and close monitoring. But that's just not possible for the typical sales team when there are hundreds or thousands of leads to work. Not surprisingly, good opportunities get dropped. Now you can leave first contact to Conversica®, freeing your sales reps to close deals.

The typical sales rep may send a handful of emails and place a few phone calls to a lead before giving up. In contrast, Conversica can start engaging leads via email within minutes and continues to engage and nurture until the lead converts into an opportunity or the lead opts out – which could be in one day, a few months or even a year.

With artificial intelligence, Conversica delivers valuable information to marketing and sales. With details from the AI conversation, your sales reps will be better prepared to contact each lead when, where and how that person prefers. Conversica's lead engagement software ensures your company's response to every inbound lead is unique and natural. Best of all, Conversica always engages, always responds and always ensures your sales team has followed up.

With an automated sales assistant you'll get more value out of all your marketing and sales automation tools. You'll find that Conversica increases efficiency by identifying when a lead decides to take action and intends to make a purchase. Best of all, Conversica bridges the gap between marketing, inside sales and sales by improving the quality of leads handed off to sales reps so they can focus on selling and closing opportunities.

MESSAGES FROM CONVERSICA

Sunday, 6:36 p.m.

Dear Roger,
I see you downloaded starter edition, and I wanted to thank you for that. I'd like to talk to you about some upgrade options. Are you available to speak during regular business hours?

Thanks a bunch,
Alex

Sunday, 7:43 p.m.

Dear Roger,
Our sales manager Mike, would like to give you a call. Is 555-555-5555 the best number to reach you during the day?

Thanks and have a great day,
Alex

Thursday, 2:15 p.m.

Dear Roger,
Hi Roger, I just wanted to follow up and make sure Mike was able to help you. Did he contact you?

Have a good day,
Alex

RESPONSES FROM LEAD

Sunday, 7:10 p.m.

Hi Alex,
I'm in full day meetings Monday and Tuesday but the rest of the week is good

Thanks,
Roger

Monday, 8:51 a.m.

Alex,
My cell is 333-333-3333. That's probably better. It's always with me.

Roger

ALERT SALES REPRESENTATIVE

Thursday, 5:17 p.m.

Hi Alex,
Yes he did. We spoke yesterday afternoon, and I think we're going to upgrade to the pro edition. Thanks for all your help

Roger

AI-driven email conversations allow you to focus your efforts on contacting leads who have an expressed intent to buy.

How to use Conversica for lead engagement

Conversica can handle thousands of leads at one time – even daily – and no lead is ever dropped. You can use Conversica to:

- Contact and qualify leads the moment they arrive
- Engage leads and qualify their intent by asking questions in two-way conversations
- Mine stale leads for new sales opportunities
- Cross-sell and upsell to past customers

For more information

See for yourself how Conversica is revolutionizing sales conversion management. To learn more call +1 (888) 778 1004, email sales@conversica.com or visit www.conversica.com to set up a product demonstration.

About Conversica

Conversica is the only provider of lead management software for marketing, inside sales and sales organizations. Presented as a customized online persona, Conversica engages and nurtures leads through natural email exchanges until the lead converts into an opportunity or opts out. Conversica is used by more than 12,000 sales representatives worldwide and has assisted in the creation of more than US\$8 billion in sales revenue.

Scales your sales team

Conversica does the work of one, ten or a hundred sales development reps, so overnight you can grow your team for inbound lead follow-up. With Conversica you can ramp up your lead engagement team to manage spikes in lead volume, such as after a big tradeshow or by season.

Integrates easily with your technology

Select the leads for your virtual sales assistant in your existing CRM or marketing automation system. Simple rules or triggers start the AI outreach. Lead records are updated with the details of the AI conversations. Sales reps receive alert to take action, in the tools they use already.

Subscription and Implementation

Conversica is a cloud-based, software-as-a-service application so no onsite installations or upgrades are required. Conversica will work as a stand-alone system or can be integrated with any CRM or marketing automation platform. Implementation can be completed in hours, depending on your requirements. In addition, Conversica can be accessed by any mobile device. Conversica is a subscription service with a variety of tiers to meet your needs.