

## The fastest, easiest way to convert internet leads into sales

### What

- Virtual sales assistant software that automatically contacts and engages all your Internet leads via two-way email or SMS text messaging with artificial intelligence

### How

- Initiates and manages personal one-to-one email or SMS text conversations with all of your Internet leads
- Interprets email replies from leads and automatically alerts a sales rep the minute the lead demonstrates intent to buy
- Shows lead follow-up and response and details of every conversation, so you can be sure no lead is ever dropped

### Why

- Prioritizes leads so your sales reps 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 and boosts dealership satisfaction scores
- Delivers unique insights into sales team effectiveness



### Automatically contact and engage Internet leads with Conversica®

Contacting and 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 Internet sales rep may send a handful of emails and place a few phone calls to a lead before moving on. In contrast, Conversica starts engaging leads within minutes and continues to engage and nurture until the lead is converted into an opportunity or the lead drops out – which could be in one day, a few months or even a year.

With artificial intelligence for sales, Conversica can deliver valuable information to your Business Development Center or Internet sales department. With details from the AI conversation, your sales reps will be prepared to engage each hot lead when, where and how that person prefers. Best of all, Conversica always engages, always responds and always ensures your sales team has followed up with every lead that demonstrates intent to buy.

If your dealership is buying leads from autotrader.com, cars.com, Dealix and other aggregators, Conversica will increase your ROI. That's because Conversica closes the gap between simple automation tools and the one-to-one sales call. Best of all, Conversica hands over hot leads at the time they are ready to buy so your reps can focus on selling and closing real opportunities instead of chasing dead leads.

## How to use Conversica for lead conversion

Conversica can handle thousands of leads at one time – even daily – and can multitask better than your best sales rep. 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

Conversica can help improve your brand reputation by emailing satisfied customers, encouraging them to leave positive comments using embedded social media links.

## Subscription and implementation

Conversica is a cloud-based application so no onsite installations or upgrades are required. Conversica will work as a stand-alone system and can be integrated with any dealer CRM application. 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.

### MESSAGES FROM CONVERSICA

Sunday, 9:58 a.m.  
Hello Betsy,  
I sent you a few emails earlier this week about the request that you submitted online. I know you are probably really busy but I just wanted to make sure that you had all the information you needed and that your request did not slip through the cracks. If you receive this, can you please let me know if it is the best email address to reach you at?  
Have a good day!!  
Tiffany  
Internet Assistant

Monday, 10:56 a.m.  
Hi Betsy,  
Michael is working on this and would like to give you a call. Is (212) 555-1212 the best number to reach you on during the day?  
Have a good afternoon and thank you so much!!  
Tiffany  
Internet Assistant

Wednesday, 11:30 a.m.  
Good Afternoon Betsy,  
I just wanted to follow up and make sure Michael got you all the information you needed; did he contact you?  
Thanks,  
Tiffany  
Internet Assistant

### RESPONSES FROM LEAD

Sunday, 10:45 a.m.  
Absolutely, Tiffany.  
Thank you.

Monday, 11:03 a.m.  
Yes, but I work in a school and cannot be reached immediately. Please have him text to that number, and I will call back at my next break.  
Thank you.

### ALERT SALES REPRESENTATIVE

Thursday, 4:11 p.m.  
Yes Tiffany.  
Thank you very much. You are the only dealer we contacted that sent back a personal email. Michael was great and got us into the vehicle we wanted.  
Thanks again,  
Betsy

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

## For more information

See for yourself how Conversica is revolutionizing the lead follow-up process. To learn more call +1 (888) 778 1004, email [sales@conversica.com](mailto:sales@conversica.com) or visit [www.conversica.com](http://www.conversica.com) to set up a product demonstration.

## About Conversica

Conversica is the leader in conversational AI for business and the only provider of AI-driven lead engagement software for marketing and sales organizations.

The flagship Conversica® AI Sales Assistant helps companies find and secure customers more quickly and efficiently by automatically contacting, engaging, qualifying and following up with leads via natural, multi-channel, two-way conversations.

Used by more than 1,200 companies worldwide, Conversica's sales assistants are built on a proven AI platform integrating natural language processing (NLP), natural language generation (NLG), and machine learning (ML) capabilities.

Recognized by Gartner as a Cool Vendor, Conversica is a portfolio company of Providence Strategic Growth, Kennet Partners and Toba Capital and is headquartered in Foster City, Calif.