

Congratulations! Your tradeshow or campaign generated a ton of leads. Now what?

Why you need Conversica

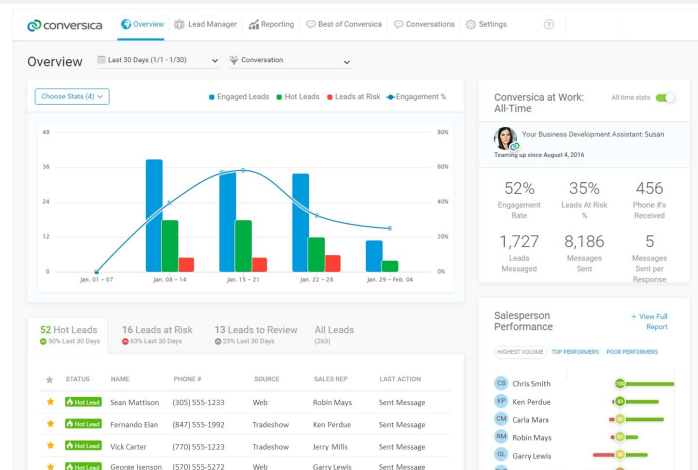
- Reach out to every single lead right away, regardless of lead volume
- Continually follow-up with every single lead, with as many touches as it takes to get to yes or no
- Eliminate the guesswork of determining lead intent
- Automate the time-consuming and manual process of contacting and qualifying leads
- Find the hot leads faster, get more at-bats and close more deals, more quickly
- Let leads tell you what they want

What it is

- Virtual sales assistant software that automatically contacts and engages all your leads via two-way email conversations

How it works

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



You can track lead status, engagement and conversion rates, and other metrics through Conversica's stand-alone dashboard, or from within Salesforce or any other CRM system.

At most companies, your inbound leads come in cycles. A successful tradeshow, webinar or marketing campaign may generate hundreds or even thousands of leads at once, overwhelming your sales reps. But how do they know which leads to chase first? There is no good way to tell if that lead who came to your tradeshow booth was really interested in your product or was just trying to win the drawing for a free tablet.

As a result, sales reps often cherry pick leads for follow-up based on company size, industry or just their gut instincts. And while they invest time endlessly chasing what they hope are good leads, the bulk of the leads grow stale.

Perhaps you already use marketing automation tools such as Marketo or Pardot, along with a customer relationship management (CRM) system such as Salesforce. You may nurture these leads with drip campaigns and may even use lead scoring to gauge when to hand off leads. But this is where things begin to fall apart. You've done all this great work generating leads, yet sales doesn't gain much traction and reps complain the leads are no good. Here's why:

- **Lead scoring doesn't reveal purchase intent** – A lead may have clicked on an email link or downloaded documents from your website, but the lead score assigned by Pardot, Marketo or another marketing automation tool still doesn't tell if you've found a real buyer. Is the person that downloaded five white papers a hot lead or just a graduate student doing research?
- **Don't call me** – 90 percent of buyers want to decide when to engage a company,¹ and 82 percent of customers want to know more about you before connecting.² Almost all of them prefer to connect with your company on their own terms. Are the only responses available to you automatic emails and personal sales calls? Isn't there something in between?
- **Never enough sales resources** – Most leads never get reached by a sales rep.

1. Blitzer, Adam. "Demand Generation: Why You Can't Overlook Stage-Based Marketing." Salesforce. 11 Dec. 2013.
 2. Stokes, Tracy. "Consumers Embrace Digital On Their Path To Purchase, But Online Still Trumps Mobile." Forrester Research. 27 Aug. 2012.

It's hard for a sales rep to know which leads to call first and initial efforts may fail to make contact. It typically takes eight or more calls to reach a lead but only 10 percent of sales reps persist in engaging a lead after failing the first few times. Today's sales model doesn't scale. It's a losing battle.

- **Bad timing** – The first five minutes after a lead comes in are crucial. According to InsideSales.com, if you miss out on that window, you are nine times less likely to close the sale. Half the sales go to the person who connects first. Your lead scoring system misses the real-time opportunity by hours or days
- **Sales needs more information to do a good job** – Did you give the sales rep the right person to call, the right contact information, the right time to call, and the buyer's requirements? Probably not, right? But what if you had a way to ask these questions easily – before passing the lead to sales? Leads will volunteer valuable information if you ask.³

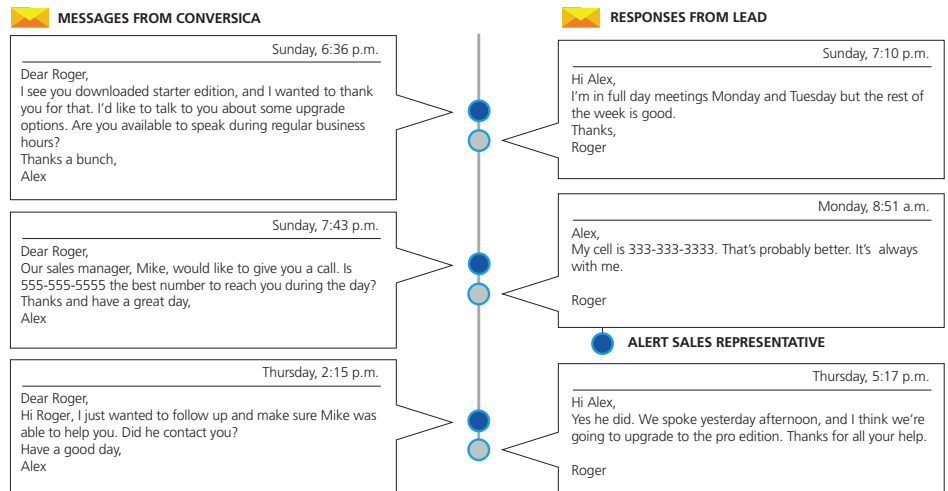
Wouldn't it be great if you could hand-off just the hot leads that are ready to buy now? You can with Conversica.

Conversica®'s software application automatically engages your leads by creating two-way email-based conversations, using a custom human persona. Yours, for example, could be Alex, a customer service representative.

3. AA-ISP; Mind Capture Group

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.



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

Because the system is driven by artificial intelligence, Alex is able to determine a lead's purchase intent in real-time by interpreting text in the email response. Better yet, Alex will automatically alert a sales representative to contact the qualified lead as soon as that purchase intent is expressed, so the rep can contact the lead immediately. And, if the lead says no *thanks*, Alex will stop messaging. Bottom line: Sales can focus on the leads that are ready to buy, instead of spending the bulk of their time blindly trying to connect with unqualified or uninterested leads.

With Conversica you can finally:

- **Provide valuable information** – Conversica engages buyers before the sales call, so you can confirm contact details, find the best time to call, and more.
- **Prioritize leads for real** – Because Conversica can automatically qualify

your leads, you'll know which leads to nurture and which ones need immediate follow-up. No more guesswork.

- **Let sales reps do more selling and less chasing** – Because Conversica automatically engages and identifies which leads are ready to buy now, Sales can focus on the most qualified leads, saving hundreds of hours per year spent chasing dead-end leads and improving the bottom line.
- **Increase ROI** – Conversica improves the effectiveness of CRMs such as Salesforce and marketing automation tools (Marketo, Pardot, Eloqua, etc.) and closes the gap between marketing, inside sales and sales. Deep analytics enable better decisions, such as identifying which lead sources provide the best leads, so you can invest marketing dollars more effectively.

About Conversica

Conversica is the leader in AI-powered business conversations 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, two-way email conversations.

Used by more than 1,200 companies worldwide, Conversica's automated 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, California.