



3 EASY WAYS TO **DOUBLE** YOUR DIALS & **GET MORE** FROM YOUR EXISTING LEADS

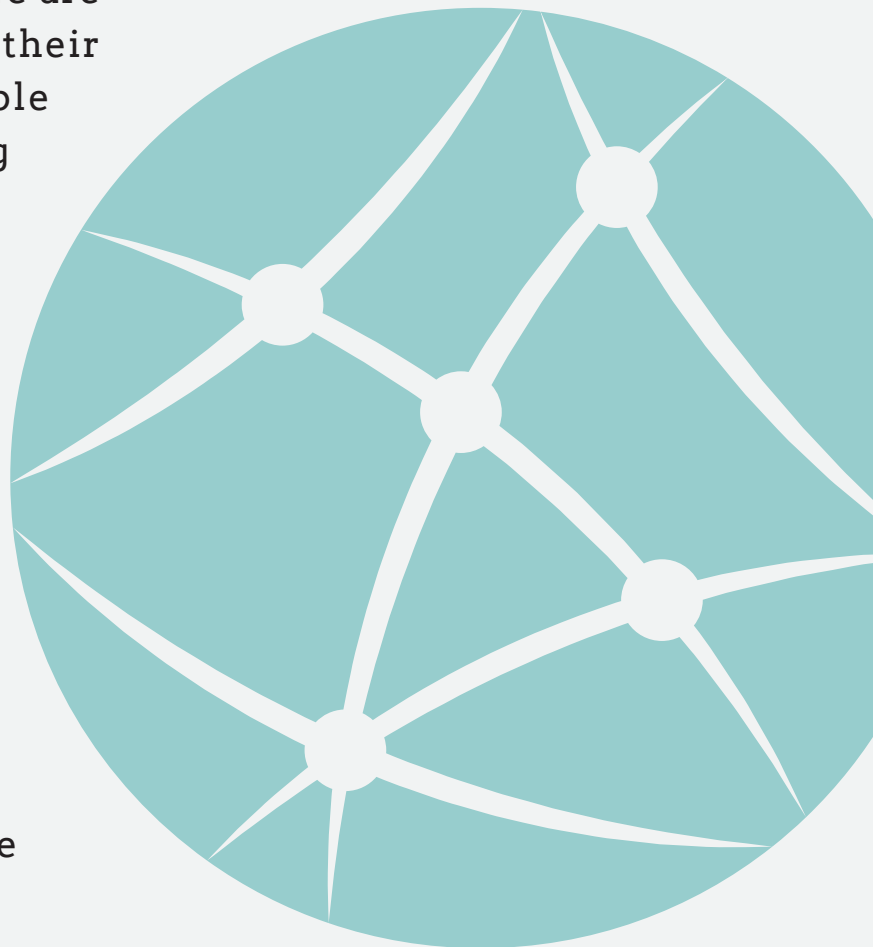
by
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Typically when you want to make more sales, your first push is to try to get more leads, and that makes sense. But the big idea we'd like you to consider is this:

STOP TRYING TO GET MORE LEADS AND START DOING MORE WITH THE LEADS YOU'VE ALREADY GOT.

More customers than ever before are shopping online and entering their contact information in multiple places before making a buying decision. That means most of "your" leads are not exclusively yours at all, making the competition fierce with nearly every lead.

This makes lead response strategies an essential element to success today. Companies with a better, faster and more intelligent lead response strategy simply set more appointments and make more sales. Bottom line.



SHOW ME THE NUMBERS!

The data shows that, on average, only two or three call attempts are made to most leads. But the number of call attempts required to reach a lead has more than doubled over the past seven years, from 3.7 in 2007 to more than eight attempts in 2015. The truth is, two or three call attempts simply doesn't get the job done anymore.

To make matters worse, a lead contacted within five minutes is nine times more likely to convert than a lead contacted later. Plus, 50 percent of sales are won by the company that reaches the lead first. And yet, most first call attempts are made more than two hours after the lead is generated.

So if you want to convert more leads into appointments, and ultimately sales, you should aim to increase lead response time, increase the number of dials to each lead, and be more strategic in your response strategy.



SOUNDS GREAT!

BUT *HOW* DO YOU DO IT?

In surveying thousands of companies around the country, we've found that most people think they're ***pretty good*** at converting leads into appointments and very good at closing shown appointments.

BUT JUST ABOUT EVERYONE
AGREES THAT ***IT'S***
NEARLY IMPOSSIBLE
TO EFFICIENTLY
AND EFFECTIVELY
HANDLE EVERY
LEAD.

That's a major loss of opportunity. If you can't work your leads, someone else will.



THREE BIG OBSTACLES are holding most companies back and preventing the reps from being as efficient and as effective as they could be with every lead. Your reps face these obstacles every minute of every day:

1 COMPLICATED AND CUMBERSOME SOFTWARE

- CRM tools complicate lead management process, which results in reduced output.
- Reps are required to take too many steps before and after each call.
- Most software tools are not click-efficient and require reps to use multiple screens and do multiple processes just to perform simple tasks.
- Most software tools are visually cluttered. Your eyes cross when you look at the screen! The clutter creates confusion.

2 SLOW AND MANUAL DECISION MAKING PROCESS

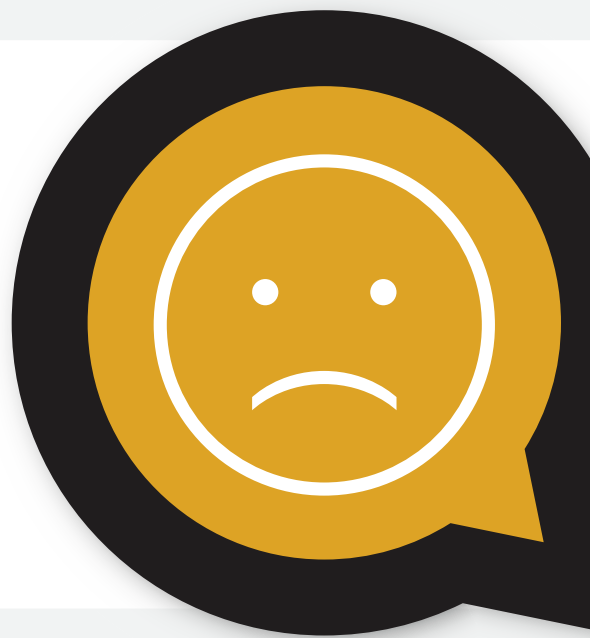
- Reps have to decide whom to call next, and the process takes too much time and often results in bad decisions, slow decisions, or the decision to not call at all.
- This allows activity to masquerade as accomplishment—clicking, scrolling, deciding, reading notes... but not calling.
- There's no way to quickly or accurately prioritize leads and direct the reps on exactly which lead to call at the exact perfect moment.
- Usually, the reps decide they've called a person enough, but they almost always quit too soon.

3 THE PRODUCTIVITY DITCH

- Admittedly, this is not an exciting job. Many people would call it tedious—dialing lead after lead, trying to book appointments, often dealing with less-than-polite people. Most people would choose to do anything other than make the next call (even dig a ditch).
- Moreover, in most positions there are a variety of non-call-related tasks that create distraction and diversion. This prevents reps from performing the most important task: calling.

A TRAGIC EXAMPLE

One company brought in 1000 more leads in June than they did in May, but didn't make a single additional sale because their lead responders couldn't figure out how to make more calls than they were already making. All of those extra leads were wasted!



SO *HOW* DO YOU GET PAST THESE 3 OBSTACLES

THREE PRIMARY CHANGES CAN
DRAMATICALLY **INCREASE THE**
EFFICIENCY AND OUTPUT OF YOUR
ENTIRE LEAD HANDLING PROCESS
AND HELP YOU MOVE PAST THESE
OBSTACLES.



1 INCREASE THE NUMBER AND STRATEGIC IMPACT OF ATTEMPTS

- Create a robust, pre-defined call cadence that's applied to every lead.
- Make more calls earlier in the life of a lead.
- Rank leads by priority based on age and previous call outcomes, then call the highest priority leads first.

2 DECREASE DISTRACTIONS

- Give callers a super-simple interface to minimize distraction and confusion.
- Create dedicated outbound call blocks, where callers are asked to do **NOTHING** but dial out. No inbound, no admin work, no email, no texting.

3 REDUCE THE TIME BETWEEN CALLS

- Strip away the manual decision-making process so reps can focus on **THE ONE THING** that is most important: calling the right lead at the right time (which should be determined for them).
- Give reps the ability to move to the next lead immediately, with a single click.

We've found that by making these changes a company will experience an immediate and significant boost in productivity and results. Generally, companies that remove these obstacles experience a doubling of the number of dials each rep can make in a day. More dials means increased connections, more conversations, more appointments set, more appointments shown, and more sales closed—all with no additional money spent on advertising each month.

This is a strategy you could implement in your very own business! But creating something like this from scratch and making these changes on your own would be pretty complicated. And unfortunately, most existing tools aren't designed to do any of this.

What you need is a tool designed **SPECIFICALLY** to increase the speed, efficiency and output of your reps. We figured this out the hard way in our own call center. That's why we created software for this specific purpose for our own internal use. And it was such a success that our clients asked us to create a version for them.

——— AND THAT'S HOW ———
CALL COMMANDOSM
——— WAS BORN! ———



HERE'S THE BASIC IDEA

IT'S INTELLIGENT SOFTWARE
THAT'S **SIMPLE TO USE** AND
LIGHTNING FAST.

It serves up the perfect lead at the perfect time, so every dial is of maximum value and highest priority. It takes all the guesswork out of which lead to call next and reduces the time between calls to near-zero, all while eliminating multitasking and distractions, so reps spend all their time doing **THE ONE THING** that matters most...

→ **DIALING THE PHONE!** ←

The craziest part is that it makes the process so simple that your reps end up enjoying their job more. Greater job satisfaction leads to even greater performance. An added benefit: hiring and training replacements is a breeze because the system can be taught to anyone in less than three minutes.

CALL COMMANDOSM HOLDS THE
KEY TO **UNLOCKING THE UNTAPPED
OPPORTUNITIES** IN YOUR ALREADY
EXISTING LEAD BASE.



FOR MORE INFORMATION:

VISIT **WWW.CALLCOMMANDO.COM**

— **OR** —

CALL **407-275-8667** TO SPEAK DIRECTLY
WITH ONE OF OUR **CALL COMMANDO**
EXPERTS ABOUT THE IMPACT THIS
SOFTWARE COULD HAVE ON YOUR
BUSINESS **TODAY.**



HOW WELL DO YOU HANDLE YOUR LEADS?

CALL CENTERS

Most call centers say they face these challenges:

- Reps don't make enough calls
- Reps lack the skills to effectively use complicated CRM tools
- Reps battle constant distractions and interruptions
- Reps don't know whom to call next and make poor decisions about call cadence
- High turn-over rate with steep learning curve



SALESPeOPLE

Salespeople usually face these challenges when handling their leads.

- Salespeople don't want to make the calls and are unproductive
- Salespeople battle constant distractions and interruptions
- Salespeople lack a strategic follow-up approach
- Salespeople don't make enough calls to each lead because they are more interested in making a sale than making a call
- Salespeople aren't process-oriented

FIELD AGENTS

Field Agents usually face these challenges when handling their leads.

- Field Agents don't make enough calls
- Field Agents battle constant distractions and interruptions
- Field Agents lack a system for organizing their lead management on the road
- Field Agents don't make enough calls to each lead because they don't have a strategic call cadence in place
- Field Agents aren't process-oriented

STOP LETTING **VALUABLE**
OPPORTUNITIES SLIP
THROUGH THE CRACKS.

CALL **407-275-8667** FOR MORE
INFORMATION ABOUT THE
IMPACT **CALL COMMANDOSM**
COULD HAVE ON YOUR
BUSINESS.



ALWAYS REMEMBER:

"If the only tool you have is a hammer, you tend to see every problem as a nail."

- Abraham Maslow (1908-1970)



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Jimmy Vee & Travis Miller are experts on attracting customers, authors of **Gravitational Marketing: The Science of Attracting Customers** and creators of **Call CommandoSM**.



GRAVITATIONALMARKETING.