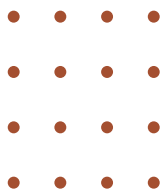


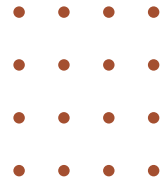
# *The Problem:*

**They felt like their sales were decreasing and decided that it was because they were receiving too many unqualified leads.**

**They were focused on trying to eliminate all of the "bad" leads by narrowing the focus of their marketing in an effort to only pull in qualified leads.**

**As a result they were getting less and less leads as they tried to handle their marketing and sales.**





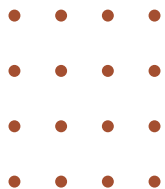
# *The Solution:*

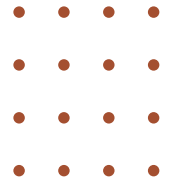
**When they engaged in FigRiver we immediately did an audit of their lead management software to ensure they were tracking the leads, follow-up, and sales properly in order to be able to analyze what was going on.**

**We found that they would routinely keep communicating with unqualified leads for months, overwhelming the staff with follow-up tasks related to people who weren't going to be customers.**

**We changed their follow-up process to allow them to quickly identify unqualified leads and get them moved off the priority for sales to follow up on. Other improvements were also made to help rapidly close qualified leads.**

**Once these changes were in place, we reviewed all of the data and found that the team was able to improve sales by up to 200% with the new sales process without any change in lead quality.**





# *The Results:*

**Instead of continuing to try and get perfect leads by reducing their marketing, we improved their overall sales process and proved that lead quality was not the issue.**

**The right answer...increase the actions that bring in leads while continuing to work on improving sales.**

**They are now happily spending more money on expanding their marketing, knowing that they are now able to sell a high percentage of all incoming leads.**

