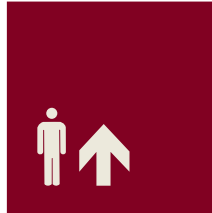


Why Sales Fails

How current sales processes and technology limit scalability



Increasing sales touches without requiring sales effort increases client engagement & lead conversion in a scalable way. Savvy sales & marketing leaders look for technology and processes to scale without increasing sales FTEs.



63%¹



Of sales reps' time is spent in **non-sales generating efforts**. Email, manual tasks, spreadsheet management, and manual CRM updates are the leading distractors from selling.



72%²

Have **no structure** to their daily sales activity or plan for managing their sales efforts. This is true even though they all have access to and use a full-service CRM.



Leading sales performers structure their time and adhere to their structure to maximize their output and consistency.



18%¹

Of sales reps' time is spent **updating their CRM**. Automating lead and client workflows can eliminate or significantly reduce this burden, freeing up 10% or more of a sales rep's time to sell.



Sales teams spend on average

33%¹

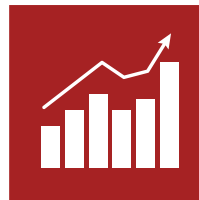
of their time **in their email**, **9.4% in manual follow-up** activities, and **9.7% in spreadsheets** to organize their CRM activities.



Increasing sales productivity through automation of emails, text messages, and calls is key to scaling growth without scaling FTE costs.



ClientTether is a client engagement platform (CEP) that automates lead conversion, lead nurturing, client follow up, sales workflows, and retention marketing to optimize sales teams' efficiency. Build custom action plans for your team to automate text messages, emails, and phone calls to eliminate manual tasks and CRM editing and to maximize your sales team's output. Go to www.clienttether.com to learn more.



CLIENT **TETHER**TM

1. Time Managent for Sales, Insidesales.com
2. Why Sales Reps Spend Less Than 36% Of Time Selling, Forbes. <http://bit.ly/2T9yBFQClientTether>