

Why Sales Fails

CLIENT **TETHER**TM

How lead nurturing and conversion challenges can cripple sales growth

96%¹

of visitors to your website are **not ready to buy**.

Yet, the majority of leads that fill out web forms for more information are deemed "qualified leads" and assigned to sales to convert and close. This burdens sales teams with large quantities of unqualified **leads** that **need to be nurtured** before they are actually ready to buy.



Reps need to make

6-8 attempts

to make contact with a lead.

On average reps make **1.5**²

30% of leads are **never contacted**.

79%⁴ of marketing leads **never convert** into sales.

Insufficient nurturing is the primary reason.



Organizations with a lead nurturing program, make an

average of **50%**³ **more sales** at

33% less cost than those without one.



How can sales/marketing leaders bridge this gap?

1. Automate immediate lead connections & ongoing nurturing
2. Create custom workflows in partnership with sales for various lead interest levels
3. Automate sales touches in early stages of lead lifecycle to reduce burden on sales team while creating an excellent lead experience

If leads are contacted after 30 minutes vs. 5 minutes, the likelihood of contacting them **drops**

100x²

Sales teams need help to automate lead engagement to ensure they don't miss their window to qualify and convert leads.

1. Website and SEO for Lead Generation. Marketo. <http://bit.ly/2DZB2x7> Leadsnotready

2. Lead Response Management Study. <http://bit.ly/28BibGa>

3. Strategic IC, 2017. from <https://go.forrester.com>

4. Marketing Sherpa. www.marketingsherpa.com/

For more insights to improve lead nurturing & conversion go to www.clienttether.com