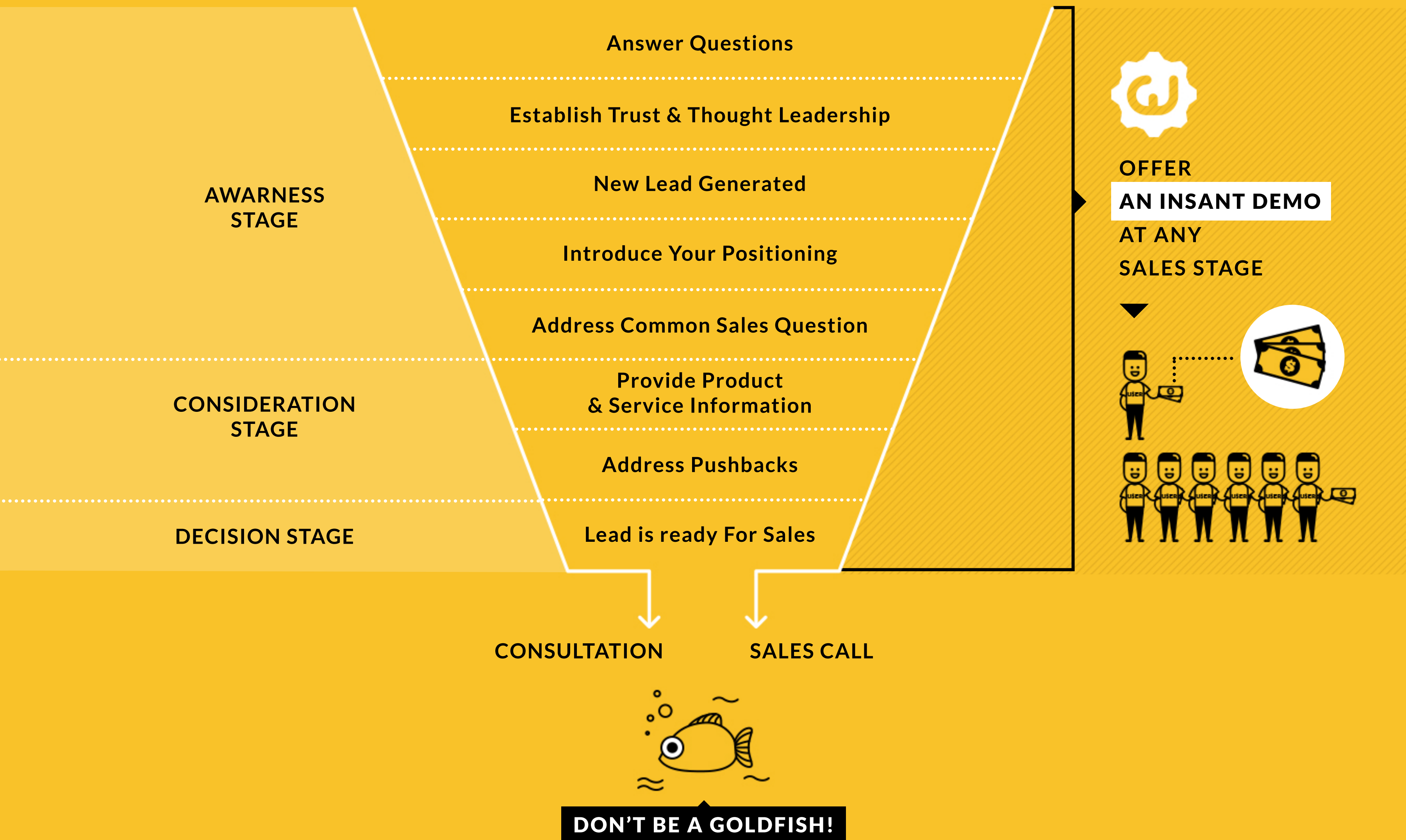


SOFTWARE SALES

vs

GOLDFISH ATTENTION SPAN



SalesFolk

The salespeople who make solving their customers' problems their mission are always the most successful. Similarly, companies who strive to add value to their prospective customers throughout the sales cycle tend to generate more leads, see shorter sales cycles, have higher close rates, and have customers with greater LTV. This 'value-driven approach' also helps you win in the long-run, since not everyone you have a sales conversation with is ready to buy, but when they are, they'll remember the value you added, and that sense of reciprocity will bring them back to you when they're ready to do business.

Heather R Morgan
CEO at SalesFolk



CareerSofia

Today's prospects demand instant, personalized action. If inbound leads aren't followed up with immediately, you'll lose them. If you don't discover serious pain in the first 5 minutes of a call, you'll lose them. If a demo isn't highly-relevant, they're gone. Your competitors are offering highly-relevant solutions to solve their immediate throbbing pain...are you.

Cory Bray
CEO at careersofia.com



HIPLead

Treat replies from outbound like inbound leads: call them within 5 minutes. Just because someone is interested now doesn't mean they'll be interested an hour from now. They might get hit with emergencies and decide that your call isn't urgent. Or they might just forget about you. So be sure to call as soon as possible, while they still remember what you wrote.

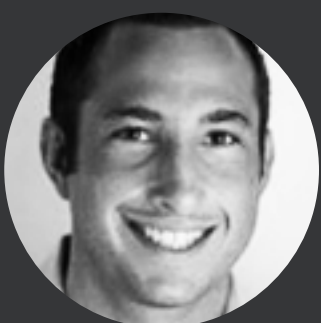
Connor Lee
CEO at hiplead.com



webprofits

If the content targets visitors at the "awareness" stage, your primary goal is (probably) to ensure that the visitor remembers you. You wouldn't ask a visitor at this point to buy something. Instead, you might want them to sign up to your email list, so you'd make that your CTA.

Sujan Patel, Co-founder
at <https://www.webprofits.com.au/>



Seamless.AI
beta

Social listening is a great way to maximize your social selling success and by listening for strategic keywords that are used by your audience across the socialsphere, you will be able to identify new hot opportunities right at the time your audience is looking to purchase. AI can help leverage these opportunities through automated, relevant and instant social pitches.

Brandon Bornancin
CEO at seamless.ai



LiveChat

Typically our users request a chat within the first minute of their browsing session. I can't imagine driving traffic to the site and not having an instant communication channel available for them!

Justyna Polaczyk
Content Writer at LiveCha