

TURBOCHARGE

Your Demand Generation Impact

WITH TRIGGER EVENTS AND AUTOMATION

"First in wins the sale up to 74% of the time -- that's why Left The Company alerts can be lead generation goldmines. The challenge is that, until [automation], it was such a laborious, time consuming endeavor to find those golden nuggets in a mountain of emails that few people bothered with it."

-- Craig Elias, CEO, SHiFT Selling

For greater impact on revenue, you must bother with them. Because new employees are 10x more likely to bring in new products or services. And, with just a little digging, it's possible to acquire FOUR new hot prospects from a single Left The Company email you were about to delete.

Craig shares more details

HERE

Let's take a closer look.

Assume you received a Left The Company (LTC) automated reply email from your lead, Pamela:

Hello,

Thank you for your email. Please be advised that as of July 30th, Pamela Williams is no longer with ABC Realty Group.

Our new Marketing Manager is Jenni Miller, and she can be reached at jenni@abcrealty.com or 800-555-5454 x 100.

Thank you,
ABC Realty Group

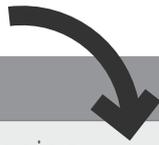
What Account Based Intelligence did you gain?

- Notification your lead, Pamela, left
- Date she left
- New contact: Jenni Miller
- Jenni's title: Marketing Manager
- Jenni's email: jenni@abcrealty.com
- Jenni's phone number: 800-555-5454 x100

Now let's look at the difference in speed and accuracy when processing a LTC reply email manually vs with an automated system:



MANUAL:



Marketing initiates email campaign

Campaign reply emails are received

Paid Staff opens and reads each reply

Note any/all trigger events - like Pamela's LTC email

Manually go into the MA system and:

- Remove Pamela
- Add Jenni's information
- Send alert email to the Sales rep in charge of the ABC Realty account
- Update Salesforce w/ corrected information



Next Step: Sales Rep welcomes Jenni to ABC Realty Group; uses LinkedIn or other resources to see where Pamela went and maintain contact.

With 10+ human touch points, the potential for human error is high



Challenge: Manually mining campaign reply emails and leveraging the Account Based Intelligence gathered is costly, time consuming, and error prone. This simply doesn't scale.



AUTOMATED:



Marketing initiates email campaign

Campaign reply emails are received

LeadGnome automatically mines all replies

LeadGnome integrates with your MA and/or CRM platform and automatically:

- ✓ Removes Pamela
- ✓ Adds Jenni's information
- ✓ Sends alert email to the Sales rep in charge of the ABC Realty account
- ✓ Updates Salesforce w/ corrected information

The lead owner is automatically alerted of these changes so he/she can respond: welcoming Jenni to ABC Realty Group; researching where Pamela went.

Automation + LeadGnome takes something you're not doing (or not doing efficiently) and makes it a seamless part of your sales process.



LEADGNOME

"I think of LeadGnome like a car's turbocharger that converts exhaust into horsepower. LeadGnome converts wasted reply emails into Account Based Intelligence that boosts our B2B revenue growth."

Matt Benati, CEO & Co-founder of LeadGnome