

## Reach, Connect and Qualify in Real-Time with **WarpSales™**

### A Painful Problem:

Most companies are dealing with a painful problem: although they have invested millions of dollars generating the leads in their sales and marketing database, most of the leads are never called and qualified and only a fraction end up in the sales pipeline. Why this happens is that although the salespeople have good intentions, the sales leads are very hard to reach, connect and qualify. A few leads do get qualified but most of the leads are quickly overlooked and then just sit idle in the sales and marketing database.

### A Powerful Solution: WarpSales:

WarpSales™ is a lead qualification and management system that allows professional salespeople to efficiently reach, connect, and qualify leads in the company sales and marketing database at three to four times the rate of traditional approaches. WarpSales helps companies generate qualified sales opportunities that provide a direct return on their investment in building their sales and marketing database.

### Real Results

An Acrelic Interactive customer wanted to generate revenue from 3,500 inactive contacts in their Goldmine sales and marketing database. Few of these contacts had been qualified within the past year.

- **A 40% Live Connect Rate:** Over a span of 6 business days, 2 professional salespeople reached, connected, and qualified 489 of the 3,500 contacts. Four out of 10 people called (40%) answered their phone live!
- **A 35% Conversion Rate:** 171 (35%) of the contacts were converted into Qualified Sales Opportunities, with 47 (27%) of those resulting in <90-day opportunities with a pipeline value of over \$1million.
- **A 30% Increase In Company Sales:** By the end of that sales quarter, the company increased their sales revenues by 30%.

### Triple Call Connects to Sales Leads

→ *If you're a sales professional, imagine being able to know exactly when to call a lead and being able to reach the lead live on the first call. Also imagine if the lead was more receptive to your product or service and so more of your leads became qualified sales opportunities in your sales pipeline.*

### Bring focus and rapid Action to Sales Leads

→ *If you're a marketing professional or in sales management, imagine being able to plan a campaign and get measurable results from the campaign within two hours. Also, would it be unusual if your sales team was excited about following up on leads and if they told you it was fun?*

For the past four years, Acrelic Interactive has been making these lead qualification scenarios real for hundreds of salespeople at small companies and at Fortune 1000 companies. *WarpSales*<sup>™</sup> effectiveness comes from a combination of technology and technique. The technology is on demand so users just log into *WarpSales* with an Internet Explorer browser. Once a list of target contacts is selected out of the Sales and Marketing database, the contacts and message are loaded into *WarpSales*. Once the campaign is launched, salespeople are alerted within 90 seconds about leads that are at their desk and can see exactly when the most effective time is to call and connect with the lead.

### A Solution Like No Other In the Industry

Acrelic Interactive is the *only* company in the industry that can offer salespeople the ability to reach, connect, and qualify leads in the Sales and Marketing database at three to four times the connect rate of traditional approaches.

Additionally, *WarpSales*<sup>™</sup> provides clear visibility into the lead qualification activities of the sales team so marketing and sales management can see the quantity of leads delivered, the calling actions of the salespeople, the actual live connect rate (in real time) and the qualification results of each lead. Your professional salespeople will actually look forward to prospecting with *WarpSales*- something that few salespeople ever look forward to!

### Best-Practice Techniques and Stellar Support

When customers are ready to get started, we provide best-practices coaching so that customers can achieve results immediately. What messages to use, when to send the campaigns, how to start the prospecting call, etc. are all topics that are coached by the *WarpSales* Client Services team.

### Real-Time Leads, Real-Time Results

Because *WarpSales*<sup>™</sup> is a web-hosted, on-demand and cost-effective solution, there is no need for lengthy budget or technical reviews. *WarpSales*<sup>™</sup> is “IT-friendly” because users only need a web browser to gain access and use it, and there is no hardware or software to purchase or install. The financial risk is low because most leads being worked in the sales and marketing database are just sitting there cold and untouched yet the upside is significant when new qualified sales opportunities are discovered and placed in the sales pipeline.

### Let Us Help You Make a Difference to Your Bottom Line

To learn more, contact us at [sales@acrelc.com](mailto:sales@acrelc.com) or call 908-222-2900.

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