

The nature of business is changing at a rapid pace. Technological developments have opened new avenues of growth for some while for others it has spelt doom. The adage 'survival of the fittest' is more apt now than ever before; Fit to innovate, fit to adapt to changes and fit to lead the market.

This has put incredible pressure on sales organisations which are directly responsible for the success and growth of the business through constant revenue generation, month after month, quarter after quarter.

### The Lead Engine

Generating leads is the primary goal of any marketing function which are then tracked and nurtured by sales for enhancing their chances of closure. Sales teams that have a healthy pipeline with high volume of leads are more likely to succeed in achieving their goals as compared to those with lower volumes. A key metric for any sales head to measure his team's success is the conversion rate of these leads. The direct correlation between the number of opportunities in your pipeline and a higher quota attainment only emphasises the point.

### So how are organisations managing their lead cycles?

Most organisations employ a variety of tools and products to track, nurture and monitor the high volume of leads arriving from different sources. These disparate systems are difficult to manage due to decentralised data, poor visibility into lead progress and redundant steps that end up taking more time thereby delaying follow-ups and affecting closures.



# Power Your Sales Engine with the Seamless LMS Boost

While having more leads ensures higher chances of success, the inability to effectively manage and convert these leads may have a numbing effect on the entire sale process. Lead management systems understand these gaps and work towards providing a systematic approach and help you get more out of your lead pipeline.

## Rev up your sales engine with the latest in lead management

With its years of experience in helping numerous sales teams track, nurture and monitor large volumes of leads from various sources, Talisma had developed deep insights and understanding of how to maximize the lead potential at each step of the process for achieving better results. Our solutions are designed to help you; avoid lead leakages and missed follow-ups while driving higher engagement.



## Solving the problem of 'Too Many' - Managing leads from multiple sources

With the explosion of digital and social mediums, businesses had no choice but to expand their presence over these mediums to meet their customers at their channel of choice. While this has helped them build an engaging presence, it has also in exposed their weakness in handling the

overwhelming number of inquiries and conversations about their brand and their market.

Add to this the multiple systems organisations deploy for managing leads and it makes the whole process more complex and cumbersome. Given the fact that a faster response improves chances of closure, it is imperative that organisations choose a system that provides a single repository for all leads coming in from various sources and help derive intelligence very early on in the sales cycle.

## Quality over quantity – The art and science of prioritizing leads

With time and resources in limited supply, businesses must devise smart strategies to effectively manage the large number of incoming leads. While it is nearly impossible to personally contact, engage and qualify each of the thousands of leads, it is also not advisable to ignore them for you never know the hidden potential of the leads you are ignoring.

An easier way to overcome this dilemma is by turning to technology. With the power of process automation, you can now assign weightages to individual qualifying parameters such as importance, urgency and validity. Individual scores are then added up to prioritise leads. All leads go through these automated steps in no time and are filtered so only those leads that pass the set criteria get passed on to the sales team. This results in high potential follow-ups guaranteeing faster and higher conversions.

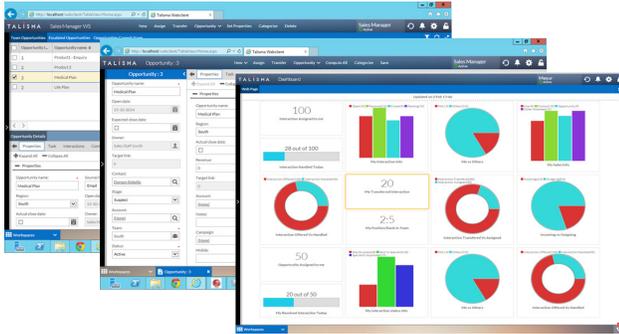
## Know the pulse of every lead – Capture lead movement

Whether it is people filling up forms on your website or store walk-ins or social media requests, everyone who is interacting with your brand expects a quick follow-up. Once you have their information and have qualified the lead it is now important to have the right person get in touch with them. This involves identifying the team responsible for follow-up, the region it should be assigned to and the specific SLA's that need to be adhered to. This data can then be analysed to arrive at insights on which lead sources are working better, which regions are converting more leads, which teams are effective in nurturing prospects, etc. ensuring greater control over the movement of leads.

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## Nurturing leads – pathway to success

Lead nurturing is a continuous process of carefully collecting and understanding the customer requirements while planning right interventions to influence and guide buyer decisions. To



be able to do this effectively it is of paramount importance to track every activity and every interaction with the lead. Some leads may need automated secondary validations and defined actions to get more information while other would be purely follow-up for scheduling meetings. Whatever the case,

nurturing is an elaborate process that if handled well ensures success of the entire lead management process.

## Leverage Talisma's Lead Management System for End-to-end Tracking, From Contact to Conversion

The solution's inherent strengths in the areas of data clean-up, deduplication and data compression techniques ensures only high quality leads pass through the automated lead assignment logic guaranteeing efficient lead monitoring.

Being modular in nature the solution can plug and play with existing systems. Now you don't have to worry about replacing systems but instead focus on maximizing ROI from existing investments.

All this paired with the most evolved actionable intelligence framework lets you monitor the complete lead journey helping you listen to your leads and understanding gaps for managing a highly successful lead engagement process.

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## About Talisma Corporation Pvt. Ltd.

Talisma Corporation Pvt. Ltd., is the leading provider of intelligent CRM and Customer Experience Solutions for a wide range of industries from customer acquisition, engagement to fulfillment. Talisma Digital Engagement Platform enables organizations to deliver an exceptional customer experience on a global scale across engagement channels and interactions. Our solutions improve customer satisfaction by integrating the power of an Omnichannel platform across traditional, digital and social channels with powerful workflow engines, comprehensive analytics.

Talisma serves a variety of industries through its vertical solutions, including financial services, travel and leisure, government, retail, business process outsourcing (BPO), and manufacturing.

Talisma also delivers a combination of advisory/consulting and services support under one roof to enable enterprise level customer experience transformation initiatives.

For more information, visit [www.talisma.com](http://www.talisma.com)

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