

**BUILD
YOUR
BUSINESS**



INSIDE THE ISSUE

2

QUALIFYING LEADS

3

HOW
ZIPQUOTE
AUTOMATES
QUALIFYING
LEADS

PERSONAL
FILTERS

4

PRE-
VERIFICATION

INCREASED
EFFICIENCY

5

TOOLS OF THE
TRADE

WORKING THE
FUNNEL

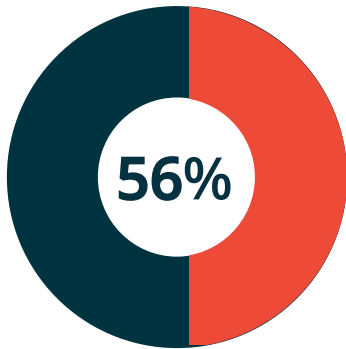
LIVE CALL TRANSFERS: FILLING THE GAP

An overview of how live call transfers help you spend less time trying to find qualified leads and more time writing policies.

Finding the right leads for your sales funnel is one of the most important yet difficult steps in building a pipeline of potential customers. Qualifying leads up front is key since you want to spend time nurturing those with a real intent to purchase a policy.

QUALIFYING LEADS

The process of qualifying leads before sending them to your sales team can be complex. Agencies using multiple outbound and inbound lead generation tactics need efficient practices in place to begin nurturing the leads and pushing them through the funnel. Even with multiple software systems in place like Pardot or Insight Squared, qualifying leads can take time away from quoting and writing policies. Additionally, once you find quality leads, best practices need to be set in order to convert the leads. The entire qualification process is negated if the quality leads are not cared for effectively.



Just 56% of B2B organizations validate business leads before they are passed to sales.
- Source: Marketing Sherpa

To combat these two potential pitfalls at the start of the sales cycle, ZipQuote now offers live call transfers. These pre-qualified leads are delivered directly to your phone, helping you spend less time trying to find qualified leads and more time writing policies.



HOW ZIPQUOTE AUTOMATES QUALIFYING LEADS

Advances in automation have created an entirely new way to discover and learn about customers, as well as usher them down the sales funnel. For marketing purposes, there are several tools to help teams automate their marketing duties. Sales teams have a handful of tools too; nonetheless, using them strategically is key regardless of the objective.

ZipQuote's live call transfers are a top-of-the-funnel tool to help teams spend more time closing deals by connecting pre-qualified customers directly to sales representatives.

These prospects are selected through ZipQuote's network of search filters followed by a pre-screening, so you don't have to spend time dialing on unqualified candidates. According to Gleanster research, only "twenty-five percent of leads are legitimate and should advance to sales."

PERSONAL FILTERS

ZipQuote uses sophisticated search algorithms to provide specific consumers who fit your pre-set demographics. This allows teams to target select territories and easily set their ideal call time.

“ Companies that automate lead management see a 10% or greater increase in revenue in 6-9 months. ”

- [Source: Gartner Research]

PRE-VERIFICATION

ZipQuote's live call transfers Concierge Team engages potential consumers in live conversation, ensuring that they're sales ready. Verifying prospect's intent warms them up for the sales conversation. It also provides your sales team with a great deal of information needed to host a better, more personable forthcoming conversation.

INCREASED EFFICIENCY

Companies who have used ZipQuote live call transfers' leads report up to 11% increase in closing rates. Automating the verification and qualification process not only improves your lead generation results, but saves your team bandwidth as well. As more sales tools become available, automation should become a common practice among the normal work flow of agencies.



TOOLS OF THE TRADE

It's important to find a workflow with your core tool set. Paid marketing automation software like Hubspot, Marketo, and Pardot are leading services that help roll out the inbound marketing strategy that you've implemented. These tools drive the top of the marketing funnel just as ZipQuote will drive the top of the sales funnel turning prospects into qualified leads.

Bandwidth is an issue that all teams struggle with. There never seems to be enough time to achieve all objectives, which is why most enterprise organizations must use software that communicates well with other systems and can automate important tasks to increase overall productivity.

WORKING THE FUNNEL

The sales cycle can vary by agency, and sometimes leads may not be worked quickly enough. Within the sales funnel, qualifying prospects is tedious. Every organization can benefit from an efficient ecosystem because time wasted time can truly hurt a sales pipeline. The beginning of the race begins with qualifying leads, and it could be the deciding factor in which leads convert into paying clients.

Automating lead generation and qualifying processes will improve success at the top of the sales funnel. Forward-thinking leaders are using innovation to better their sales team's productivity.

See how ZipQuote's live call transfers can spare your team's workload and increase your policy rate.

GET STARTED >>

