

# Driving Value with Messaging for Sales

LEARN HOW TO ATTRACT, ENGAGE & RETAIN  
MORE PROSPECTS AND CUSTOMERS

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Today's buyers are empowered. They don't really need you anymore. Thanks to the internet, they have access to all the information they need to review and evaluate your solutions, without ever involving you.

Now more than ever, successful selling is dependent on creating and building trusted relationships with your prospects and customers.

### **The challenge? How to get that first conversation.**

In a world where voicemails and emails go unanswered, how do you get your prospects to engage with you before they make their buying decisions? How do you have consistent, relevant conversations with your buyer, moving them through the buying cycle at their own best pace?

A key requirement to building relationships is sharing key information and insights—but that's not easy.

Luckily, innovative companies have found the solution.

It's called conversational text messaging. Indeed, messaging is the new sales conversation. When you leverage its power, you will attract more buyers, converse with more prospects and convert more customers.

Those who have embraced the power of text messaging find that their sales conversions have increased by 40%. That's just one of the benefits.

In this guide, you'll learn how to successfully use text messaging to grow your revenues faster than ever.

You'll learn how to:

- ▶ **Attract more prospects** with interactive, personalized conversations, laying the foundation for the relationships that drive your sales revenue.
- ▶ **Engage with relevance.** How to consistently share timely and relevant information with individual prospects, focusing on exactly what they need to know. You'll strengthen your position as a trusted advisor and deepen your relationship with each and every prospect.
- ▶ **Understand your different buyer personas and what drives them to buy from you.** You'll know exactly what drives prospect conversions or customer upsells, whether it be a specific type of conversation, a piece of information, or combinations or both.

Messaging is the new conversation for sales. The only question is, will you leverage its power before your competition?

## Why Messaging is the New Conversation for Sales

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It's simple. Customers and prospects respond to text messages 45% more than email or voicemails. Which means you get a conversation with your buyers vs. waiting for a response. 80% of people use texting for business and 35% of them said they can't go 10 minutes without responding to a text. Once you engage in conversations, you'll convert 40% more prospects to customers than you will without messaging.

Messaging gives your sales team a number of key advantages.

- ▶ **Converse with more prospects.** You'll have conversations in a way that is preferred by your prospect or customer. Which means you'll have significantly more purposeful conversations.
- ▶ **Relevant, continuous conversations.** You'll respond to prospects or customers in near real-time. You'll give your buyer the response they need faster than any competitor around. And you'll continue that conversation whenever prospects respond to you, or by reaching out to them for timely touches with relevant information. You get to choose whether you personally send a response or automate responses based on specific customer personas and interests.
- ▶ **Know why you convert.** Powerful analytics let you understand why different prospects convert so that you can optimize your sales messaging to increase sales.

Thanks to text messaging, you will have the conversations you want and need to build relationships and drive more revenue.

## Powerful Conversations with More Prospects

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Studies show that 90% of leads prefer to receive text messages vs. calls from a sales representative. Imagine having that many opportunities to converse with your leads, to qualify them and move them into your pipeline. That's how you begin the conversations that fuel buying relationships.

We help our clients create messaging conversations that cover the entire sales cycle.

- ▶ **Immediate welcome response.** No more prospects waiting for a response. You can send an immediate text message to welcome your leads and introduce them to their sales representative. You can also share key information with them to begin the conversation, before your rep is ever involved.
- ▶ **Immediate sales response.** Real-time notifications let field sales representatives know the minute their prospect requests information or asks a question. While 71% of people say they use text messaging for quick response, 30% admit they use messaging for full-blown conversations. Make sure your salespeople never miss either opportunity, responding right from their mobile.
- ▶ **Timely follow-on conversations.** Sales representatives can immediately respond to follow-on information requests. If they desire, they can automate their responses to the most popular prospect questions to reduce the time it takes to write the appropriate response for each prospect. Or they can set up text messaging templates to quickly send a note with a personal touch. Continuous conversations laced with relevant information further deepen the sales/prospect relationship.

Here's an example of how an NGO used text messaging to create powerful conversations to quickly qualify their leads through the pipeline.

### Before text messaging

The NGO sales team regularly received approximately 12,000 leads for 1,000 volunteer seats that needed to be filled with suitable candidates. Since most of the projects were time bound, it was important that the team moved leads quickly through the pipeline. The team attempted to engage these leads using emails and calls, which were never answered.

### After text messaging

The NGO implemented conversational text messaging to converse with their leads through all phases of the sales cycle.

As soon as the lead was placed in the system, the person was automatically sent a welcoming message. This message was tuned based on lead source, title and any keywords associated with the lead.

Next, the team created a set of conversation flows within messaging. Each flow, and the individual messages and resources offered within each flow, were based on different areas of interest, job roles and focus. Specific keywords included by the prospect were also used to match the most relevant content to each prospect.

## Results

The NGO moved prospects through the pipeline faster and more consistently than ever before.

- ▶ The team saw a 30% increase in conversions from raw leads to customers.
- ▶ 60% of leads, who had never answered phone calls, responded to an SMS conversation within 1 or 2 hours.
- ▶ The NGO estimates that they now save 60 person hours each month thanks to the intelligent automation of relevant conversations.

Additionally, the team was able to optimize their lead database. They achieved a 75% decrease in bounced emails by using a follow-up messaging conversation to correct email addresses.

## Engage Your Prospects with Relevant Information

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Today's prospects expect immediate response. They also expect you to give them the information they want and need, not just what you want to say.

Relevance is one of the critical challenges of marketing and sales. How do you give the prospect just what he or she wants when you're just beginning to get to know them?

Text messaging helps you to determine their key focus and areas of interest. Here's how:

- ▶ **Ask them.** With messaging conversations, you can easily offer a few options for information and let your prospects message back a keyword to tell you what they want or are interested in.
- ▶ **Get relevant.** Once you know what your prospect is interested in, you can automatically send them the key information that matches their interest. You can send one message, or a series of messages around that topic. You can survey them for additional areas of interest too.
- ▶ **Continuous conversations.** Any of these messages/flows can be sent automatically OR a representative can step in at any time and respond personally, based on the state of the conversation or relationship.

Here's a simple example of a customer in the hardware industry who used conversational flows to deliver relevant information to engage their prospects and to better control their pipeline flow.

### Before text messaging

The company had an approximate sales cycle of 3 months. The sales team was constantly dealing with a number of leads who were in different phases of the sales cycle. It was challenging for the team to keep tabs on the different conversations they had with the leads. Although the company was spending a lot on marketing initiatives to generate fresh leads, 79% of these leads were going stale due to lack of effective nurturing.

### After text messaging

The customer deployed messaging to automate conversations, track prospects in the pipeline, and follow conversations with each customer at any point in time.

- ▶ First, they defined the key conversation flows that covered the most prevalent information requests from prospects at every stage of the buying cycle. In this case, conversation flows for different product verticals and personas within these verticals were created.
- ▶ Then, they defined the most relevant insights and information to share within each conversation and across the flows including links to product use cases and expert whitepapers.
- ▶ As the prospect moved through different stages of the sales cycle, automated workflows triggered to send conversational messages that shared specific, industry relevant information.
- ▶ Prospects were questioned along the way to determine what information they needed next. Based on keyword responses from prospects, the most relevant information was shared. For example, if a prospect responded with a technical request – they were sent a technical whitepaper. If they responded with a value-focused keyword, they received a business-focused whitepaper.

### Results

The company was able to get 50% more qualified leads through the pipeline thanks to consistent and continuous conversations focused on information that was highly relevant to their prospects.

# Understand Why You Convert to Drive More Revenue

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Imagine knowing exactly what drives prospect conversions or customer upsells. Thanks to analytics applied to text messaging, you can learn what triggers buying behaviors across your buyer personas.

You can:

- ▶ **Track all conversations and behaviors**, both current and past. You can also track specific behaviors, like asking for more information or conversions. A 360 degree Conversation History gives you the relevant context and information your sales and marketing teams need to understand what's working and what's not.
- ▶ **Test different materials or messages**. You'll hone in quickly on just the right combination to optimize the results for every messaging conversation type. You can also help sales reps identify the key messages or materials to use in their personal conversations to drive the most conversion success.
- ▶ **Analyze upselling and cross selling opportunities**. Sales reps get key insights into what's relevant to each customer and prospect. Based on these insights, reps can determine opportunities for cross and upselling products that map to the buyer's areas of interest.

Here's a very simple example of how one of our customers used messaging to dramatically improve prospect movement through their sales cycle.

## Before text messaging

While analyzing different stages of the sales cycle, a leading SaaS company found that there was a direct correlation between prospects who attended a demo and sales conversion. The demo meeting would generally result in an immediate sale. Unfortunately, they also found that their demos had an exceedingly high no-show rate, which was negatively impacting close rates.

## After text messaging

The company implemented conversational text messaging and created automated reminder messages for their demo meetings. When the lead scheduled the demo, they were sent a confirmation. Sequential reminder messages were delivered at appropriate intervals. The prospects were given an option to either confirm or reschedule the demo by replying to the reminder messages.

## Results

The company was able to increase demo success by 55% after incorporating messaging, which positively impacted their close rate and revenues.

## Summary

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Now is the time to successfully leverage conversational text messaging to grow your revenues faster than ever. You can easily:

- ▶ Have more powerful conversations because your sales reps will get that first conversation and more.
- ▶ Move more qualified leads through the pipeline thanks to consistent and continuous conversations focused on information.
- ▶ Pinpoint the triggers that lead to conversions to positively impact your close rates and revenues.

Messaging is the new conversation for sales.

The only question is, will you leverage its power before your competition does?

### About SMS-Magic

SMS-Magic is a proven, global messaging platform for Salesforce, with over 1500 clients across 190 countries, including small, midsize, and enterprise accounts. SMS-Magic enables Salesforce users to engage buyers and win and retain more new customer revenue, while creating strong customer relationships that drive sustainable competitive advantage. SMS-Magic is the most positively reviewed messaging application on Salesforce AppExchange.



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