

Convert 40% More Sales with SMS-Magic Conversational Messaging



SMS-Magic has helped our sales reps decrease their sales cycle time, revive cold leads, engage with our target market in a more customer centric way, and ultimately uplift our conversion rates.

- Lachlan Cunningham
Head of Sales Operations, Kaplan International English

If you want to get that sale, you need to be the first to respond, with relevant information. After all, the first to respond gets the deal up to 50% of the time.

That's not an easy task when your prospects don't necessarily want to talk to you, in a world where they are bombarded with noise from a diversity of competitors.

Conversational text messaging from SMS-Magic gives your sales team a proven method of increasing both their number of conversations and the relevance of those conversations. The result? You'll convert 40% more sales when your sales teams use SMS-Magic messaging.

Even better, you'll build the customer relationships that keep your buyers coming back for more.

SMS-Magic gives sales teams a number of significant competitive advantages, including:

- **Convert more prospects into customers.** You'll get the first conversation more easily, with more prospects, and you'll converse about topics that you know are highly relevant to your prospects. **That means you'll have significantly more purposeful conversations to drive higher conversions.**
- **Prioritize hot prospects.** Since SMS-Magic alerts your teams to incoming messages, they can respond to prospects or customers in near real-time. Your reps can tag their hot prospects for special alerts so they can easily maintain a continuous conversation. Since reps can personally send a response or automate responses based on specific customer preferences and interests, they'll continue the conversation even when they are out of the office. **You'll never miss responding to a hot opportunity again.**
- **Simplify complex processes.** Following up on contracts and other documentation can be time consuming, to say the least. With SMS-Magic, your messaging solution automates your sales processes, from contracts and renewals to upgrades and cross-selling opportunities. Your reps can get involved 1:1 when your buyers need them. **With automated messaging from SMS-Magic, your reps can stay focused on selling and serving your buyers.**

These are just a few of the benefits you'll get from applying SMS-Magic conversational messaging as an integral part of your product or technology sales process. Let's take a look at how you can achieve the above value in your organization.

Messaging Applications for Product and Technology Sales

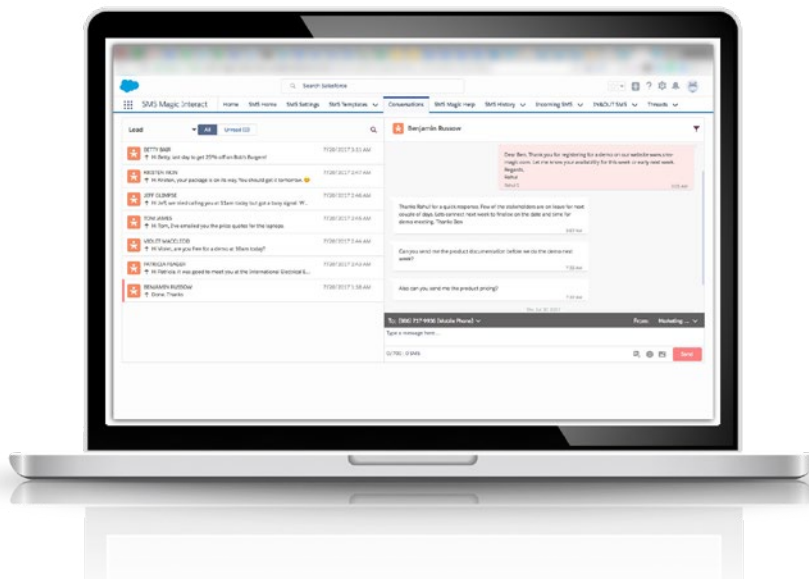
SMS-Magic messaging gives your sales team an unprecedented competitive advantage. Let's look at a few examples of how your sales results and your company will benefit.

1. Convert More Prospects to Customers

SMS-Magic messaging will make sure your sales team is the first to respond, and that you continue to respond in a relevant and high value fashion. Here are some examples of how messaging will help you convert more sales.

Please note: In the conversations below, green represents an automated conversation, yellow represents a 1:1 conversation

- **Respond immediately to a new prospect.** SMS-Magic will trigger a message or alert the minute your prospect takes action to engage with your business. The system will immediately prompt your sales reps to respond with a 1:1 message, while sharing any and all previous conversations so that your rep knows what is relevant to that specific lead.



- **Automate a fast first response.**

SMS-Magic can automatically send an immediate message to that new prospect, introducing your sales agent and offering any relevant information that relates to the prospect's specific request.

- **Get relevant quickly.** If you have a conversation history, you can explore more deeply what's relevant to your prospect by asking them a question or sending them a survey. If you haven't conversed with them before, you can ask your prospect what they're most interested in as part of your first text messaging conversation. You can even make it simple for them by offering a few keywords to text to tell you what's most relevant to them.

- **Immediately respond with relevance.**

When your prospect responds, SMS-Magic automated workflows will send relevant information, based on their keyword. You can begin to educate and nurture them as a prospect quickly. Or a sales agent can respond personally to their specific area of interest.

When the prospect clicks on the video link, a second message is automatically triggered.

SENT

Hi <firstname>. I'm Sally, your XPS rep. Here's the product information you requested. <insert personal url>. How else can I help you?

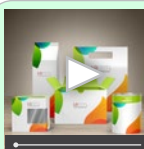
SENT

Hi <firstname>. Do you want information on our commercial or consumer product line? Reply #COMMERCIAL, #CONSUMER or #HELP with questions. Sally @ XPS

RECEIVED

#COMMERCIAL

SENT



Hi <firstname>. Here's a link to a video about our commercial products. What other information would you like? Sally @ XPS

SENT

Hi <firstname>. I noticed that you watched the video we sent. Here's a white paper that might also be of interest! <insert personal url>
Any questions, reply #HELP. Sally @ XPS

When a prospect replies with a keyword or question, their rep is immediately alerted by SMS-Magic to seamlessly begin a 1:1 conversation.

RECEIVED

#HELP How do I get pricing information?

SENT

Hi Ann. It's Sally. I'd love to chat with you about pricing. Can we schedule a call?

RECEIVED

Sure.

SENT

Here's a link to my calendar. Just pick a time and we'll get on the phone to discuss your needs. <insert calendar link> Thanks, Sally

- **Never lose track of the conversation.** SMS-Magic stores every conversational message within your CRM. Any user with permission to access a CRM record can review every interaction with your prospect, whether it's from marketing, another sales team member or anyone else in the organization, as well as the prospect's responses. You can also use conversational histories to share prospect background with your sales team members so that everyone involved with a prospect or account is up-to-date with the latest prospect or client conversations. You'll always know the history of every single prospect.

2. Prioritizing Hot Prospects

SMS-Magic also gives your users the ability to prioritize prospects or accounts based on their status, behaviors or by creating a list of specific high-priority conversations. Reps can easily tag a conversation or record as "Hot," and SMS-Magic will automatically prioritize any messages received from that record and alert your reps with a special Hot Prospect alert.

Here's how it works:

Real-time alerts. Your reps can direct SMS-Magic to alert them as soon as a prospect responds so they can send a personal reply. Or, they can trigger an automated message designed specifically for these prioritized prospects. This comes in handy when a rep is out of

the office or other team members aren't available to respond. Since SMS-Magic works seamlessly on a Salesforce desktop or Salesforce1 mobile, a rep who is out of the office will be alerted on their mobile, even as an automated message is replying to the hot prospect.

Monitor and respond to known buying signals.

Experienced reps recognize certain behaviors or actions that tell them a prospect is really interested, based on past experience with their sales cycle. You can automate alerts to your reps when a prospect exhibits one or more of those behaviors or actions. Reps can then respond with a 1:1 message or automatically trigger a pre-defined messaging conversation, based on the specific behavior and the most relevant information associated with that behavior. Reps can step in for a 1:1 conversation at any point, based on the prospect's responses.

SENT

Hi <firstname>. I'm Amy from XPS and I noticed you downloaded our Guide to Solutions. Are there any questions I can answer for you?

RECEIVED

I'd like to know more about your Azimuth Product Line, specifically which one meets my needs.

SENT

Hi Rick. I'd love to chat with you about that. Would you like to schedule a call? Here's my calendar. Just pick a time <insert calendar link>

3. Simplifying Complex Processes

Sometimes sales closings require some complicated contractual agreements that are dependent on progressive signatures. Or sometimes sales reps are responsible for renewing annual contracts, or up-selling and/or cross-selling current customers.

SMS-Magic conversational messaging lets your sales team flexibly automate the delivery and verification of document workflows that drive complex contracts or contract renewals. Using messaging for a document workflow you can:

- Define the process that you'd normally use to follow-up to confirm a contract, or any other paperwork you might need as part of your sale.
- Automate that process in a series of conversational messages.

When the keyword #HELP is received, Michael is alerted on his Converse Desktop and is immediately able to reply.

Michael can then continue with a 1:1 conversation, or trigger an automated messaging flow to deliver specific information or content to James based on their conversation. For example, if James wants more documentation on the contract, Michael could trigger a message flow that delivers the information James needs.

You can also automate messages to reach out to customers when it's time to renew their contracts. You can send one message or a scheduled series of messages. You can also offer keyword responses that trigger specific message responses or alert a rep to a special request.

SENT

Hi <firstname>. Just a reminder that your contract and signed appendix are due back to us in five days. Any questions, just reply #HELP. Thanks, Michael @ XPS

SENT

Hi <firstname>. Your contract and signed appendix are due back to us tomorrow. If you have questions or need help, just reply #HELP. Thanks, Michael @ XPS

SENT

Hi <firstname>. We got your contract and appendix. Thanks much! Any questions, just reply #HELP. I'm here for whatever you need. Michael @ XPS

RECEIVED

#HELP

SENT

Hi James, it's Michael. What can I do for you?

SENT

Hi <firstname>. It's Michael from XPS. Your annual contract is due for renewal in 30 days. Here's a link to your update. <insert personal url> Reply #HELP if you have questions.

SENT

Hi <firstname>. It's Michael from XPS. Your annual contract is due for renewal in one week. You can renew at this link. <insert personal url> Text #HELP to chat with me.

Reps can use the same kind of automated messaging flows to offer targeted customers up-sell or cross-sell offers, shifting to 1:1 conversations when the customer responds with specific keywords or a personal request.

Your reps can focus on new business and serving customers with specific needs, while SMS-Magic simplifies the repetitive paperwork and other mundane processes.

RECEIVED

#HELP

SENT

Hi Fred. It's Michael. How can I help with your renewal?

RECEIVED

Hi Michael. I need to double my order for the next year. How do I do that?

SENT

Hi Fred. That's super. I updated your contract. Click here to take a look. <insert personal url> Let me know what you think. Mike

RECEIVED

That's great Mike. I just signed it and sent it back to you via email. James

SENT

I got the contract James. Thanks for the business. Let's grab lunch next time I'm in your area. Mike

Summary

Quite simply, sales organizations close more business when they use conversational messaging from SMS-Magic.

- You'll be the first to reply to your prospects.
- You'll immediately know exactly what's important to them, then reply with relevant insights that build a strong relationship.
- Your entire team will be able to effectively understand and serve your prospects, thanks to a complete 360° conversational history.
- Even better, you'll never miss a hot prospect again.

Once you convert your prospect, you'll also serve them better as customers, thanks to immediate communications, simplified processes and the ability to respond to their every request.

The examples we've shared are only an introduction to how you can use messaging to sell more products. To learn more about the ways you can apply conversational messaging to your sales process, [contact us](#) for a customized demo, or free trial.

About SMS-Magic

SMS-Magic is a proven, global messaging platform for Salesforce, with over 1500 clients accessing 59 direct carriers. 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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