

INTERNET SALES CENTER “THE PLAN”

BUY OR GENERATE INTERNET LEADS

- 75% OF HOMEBUYERS BEGIN PURCHASE PROCESS ONLINE
- 39% UPWARD SHIFT OF MARKETING DOLLARS INTO INTERNET
- INTERNET LEADS CONVERT 3-10 TIMES HIGHER THAN TRADITIONAL
- BUYERS WITH INTENT!

SOURCES: NAR, PRICEWATERHOUSECOOPERS

QUALITY DOESN'T MATTER, IF...

- EFFECTIVELY MANAGE LEAD FLOW & SALES PERFORMANCE
- USE CONTACT TEAM
- HAVE TARGETED SCRIPTS & PROCESSES
- DON'T ALLOW WHINING
- PAY THE RIGHT PRICE

CLOSE MORE DEALS

- 69% OF SALES PEOPLE THAT BECOME TRUSTED ADVISORS GET THE DEAL
- 73% DO NOT HAVE A PROCESS TO RE-QUALIFY OR RE-VISIT LEADS
- 80% OF SALES CLOSE AFTER THE 5TH CONTACT
- 40%-68% OF DISQUALIFIED LEADS BECAME QUALIFIED WITHIN 12 MONTHS

SOURCES: WENDOVER, REED, ELSEVIER, CMO COUNCIL, INTOUCH, AND CARR

MAKE MORE MONEY

- NO DISTRACTIONS
- NEVER LOSE OR KILL A LEAD
- LOAD AND SHOOT YOUR LEADS
- INCREASE YOUR CONVERSATIONS PER DAY



**FOR MORE INFORMATION, CONSULT THE INTERNET
SALES CENTER EXPERTS AT KALEIDICO:**

WWW.KALEIDICO.COM | WWW.ICOSALES.COM

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