



Why Conversational Sales is the Best Strategy for 2022

A Guide to Scaling the Human Element in Your Sales Process



Why Listen to Us?

Calldrip is a global leader in Conversational Sales software, with an emphasis on lead response and process improvement. More importantly, we're deeply committed to helping our customers grow.

10K+

users around the world.

1M+

leads distributed annually.

<1 min.

average lead response time.

6M+

Connected calls per year.

99.9%

up-time.

Intro

American companies spend billions to attract leads. However, those companies often fail to convert leads to customers.

80% percent of buying decisions are driven by emotion, and only 20% by logic - even in B2B sales. No matter how great your sales and marketing system, it alone won't close the deal. You need to build a relationship for that.

The biggest contributor to a sale is whether your prospect likes and trusts your sales people, and the feeling they get during the process. The human element is the bow-tie on everything you're doing in marketing, customer success, and product.

So why are so many companies moving away from human conversations in favor of impersonal, digitized processes? Because manual sales processes can be inefficient, difficult to measure, and hard to scale - particularly if you're not leveraging tools that ensure consistency.

Here, you'll learn how to incorporate the human element into your sales process to improve customer experience, and unlock sales potential.

WHAT IF YOU COULD ENABLE HUMAN CONNECTION IN THE SALES PROCESS AT SCALE? THAT'S THE POWER OF CONVERSATIONAL SALES.



What is Conversational Sales?

Conversational Marketing and Sales is a relatively new approach that blends tried-and-true relationship-building techniques with technology to streamline the sale. It's all about striking up the perfect conversation at the right moment, with qualified buyers, to navigate questions and doubts with ease.

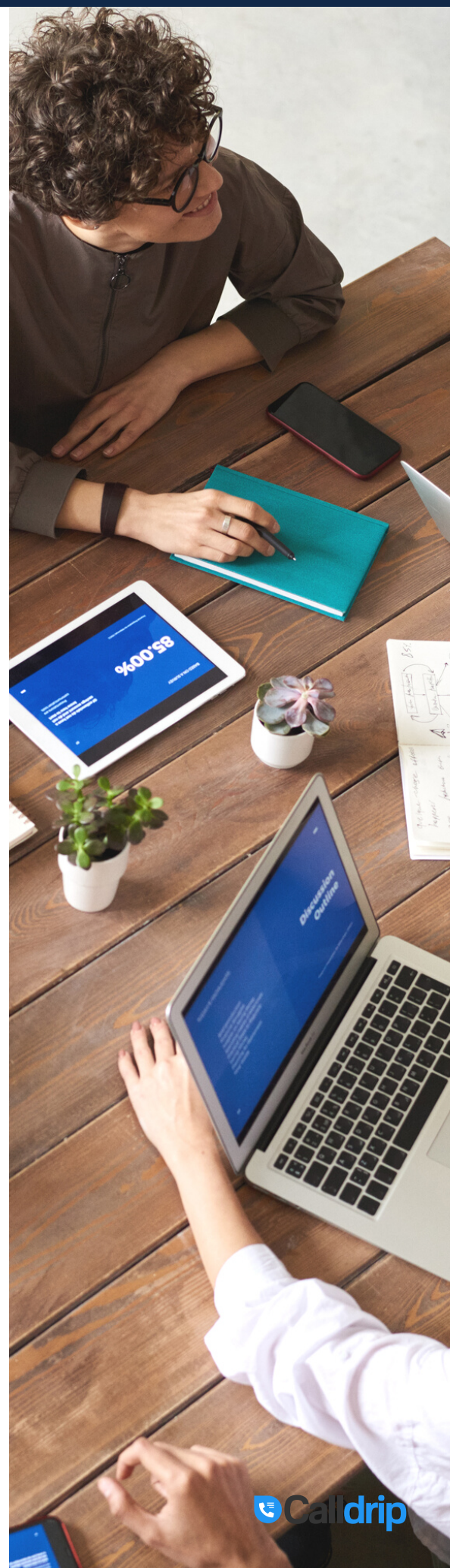
Conversational Sales isn't just phone calls - though those have an important place - but also about live chat, automated lead follow-up, conversational analytics to pin-point optimal marketing channels, coaching tools to improve performance. You're never going to replace the salesperson - after all, people buy from people!

Conversational Sales brings the human element back to modern marketing and sales programs.

Conversational Sales solutions enable your sales team to build stronger relationships with prospects, faster, improving efficiency in your whole sales process.

Conversational Sales strategy is built on three important pillars: speed of response, meeting your customers where they are, and embracing human connection.

In the next section, you'll learn more about these three pillars and what they mean for your business.





3 Pillars of Conversational Sales

The three essential pillars of Conversational Sales are:

1. **Prioritize speed of response.** The best time to communicate with a prospect is at their peak moment of interest: when they engage with you.
2. **Meet your prospects where they are, when they're ready.** By putting the prospect first, you build trust and add value before asking for the sale.
3. **Embrace the human element.** Prospects don't buy from companies, they buy from people. After the sale, those relationships also contribute to customer loyalty, positive reviews, and referrals.

Let's start with response speed, and why that's critical for Conversational Sales.

1. Prioritize Speed of Response

Businesses in the US spent \$2.8B on generating leads in 2020; it's a top priority for marketing and sales leaders. However, the vast majority of that spend doesn't equate to newly acquired customers; depending on the channel, the benchmark lead-to-customer conversion rate can be in the single digits.

The Conversational Sales strategy posits that a key reason why conversion rates are so low is that leads go cold.

Research supports this perspective. You're 100 times more likely to actually connect with a lead if you call them in five minutes versus in 30.

While prospects and customers want to get answers quickly, the kind of interaction they want depends on their goals. They're more likely to use digital channels to guide their research, and lean on connections with sales people when they're closer to buying.

On every channel, a speedy conversation with a sales person - via chat, phone call, or even email - makes all the difference.

Being the first company to create a personal connection with your prospect improves conversion rates by 10-15x.



1. *Prioritize Speed of Response (Cont'd)*

Unfortunately, the average company takes 42 hours to respond to a lead. Approximately 60% of businesses don't respond to leads within an hour of an inquiry or a form submission.

Waiting this long has serious consequences. A company's chances of connecting with and converting a lead drop significantly. Even then, many initial responses are nothing more than auto-generated emails that often go unread and unanswered. In fact, 70% of lead response emails go unopened.

That's why Conversational Sales is all about striking up a conversation at the peak moment of interest - when a prospect engages with you - and using speed to drive sales velocity.

Plus, by responding first, you create a personal connection with prospects before your competitors can respond. After all, some studies show that 78% of new business goes to the vendor that responds first.

Practically, this means that companies embracing Conversational Sales aim to respond to leads within 5 minutes.

Want to learn more? [Get this free guide about how to optimize rapid lead response in 7 simple steps.](#)

In our line of work, we see that companies typically fail to respond quickly because they don't believe their current marketing and sales team can. Later, you'll learn strategies that make this possible.

It's important to note that the rapid lead response tactic encourages your sales team to use their unique skills to meet prospects' needs at the right moment, with the right information, on the right channel. In the next section, you'll learn how to do that effectively.



2. Meet Your Prospects Where They Are, When They're Ready

Conversational Sales isn't just a channel or a technology - it's an approach.

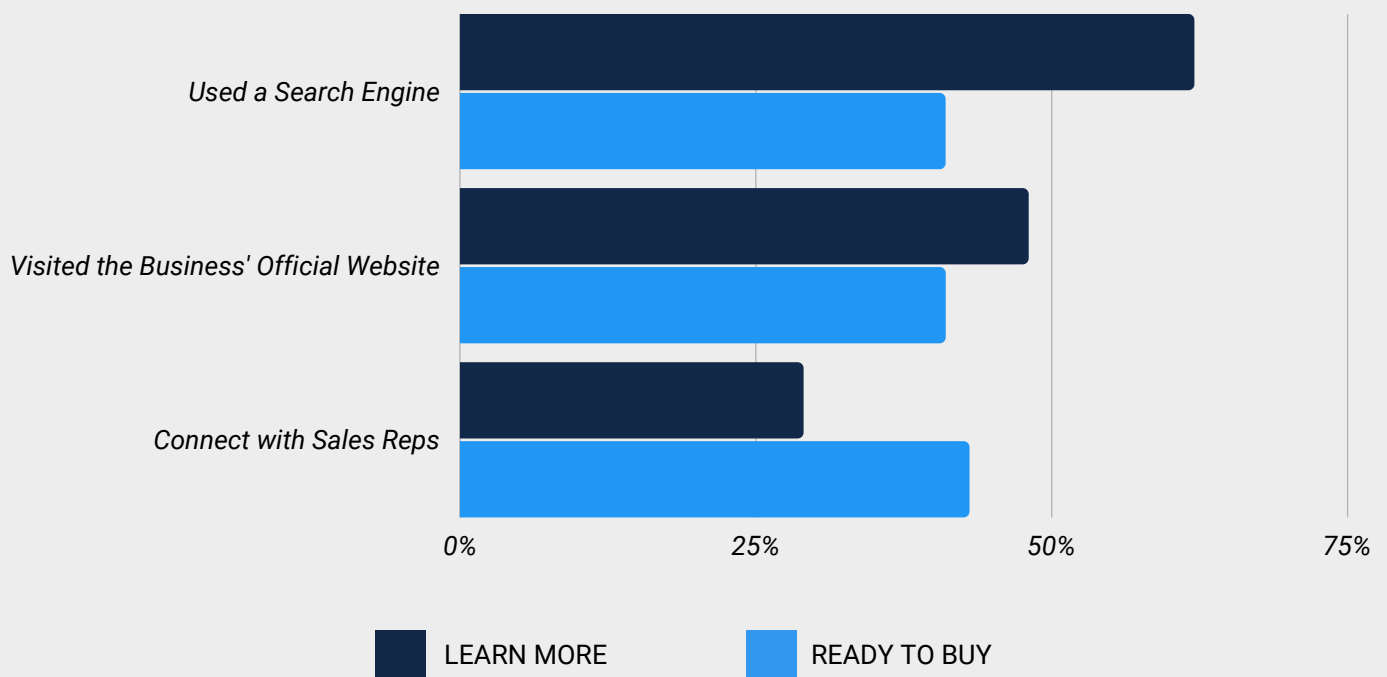
It's built on the philosophy that companies should allow prospects to self-guide and even lead the sale.

Here's why: buyers today want more control and more transparency into the sales process. By the time a lead gets in touch with you, chances are, they already know what they're looking for and are pretty sure that you can deliver.

Studies show that most buyers research their needs and options before engaging with a sales representative. In fact, recent research continues to prove that customers typically don't engage with sales teams until they're ready to buy.

Still, 90 percent of buyers are open to engaging earlier in the sales process, especially when facing a new, risky or complex situation.

Preferred Content Channels in the Buyer's Journey Based on Deal Stage



Source: HubSpot Sales Perception Survey Q1 2016



2. Meet Your Prospects Where They Are, When They're Ready (Cont'd)

This strategy encourages your sales team to meet prospects' needs at the right moment, with the right information, on the right channel.

By meeting them where they are, when they're ready, you add value *instantly*.

Questions like, "Is it better to call or text prospects?" miss the point. The answer is "both." Doing both is the best way to figure out which method your customer prefers. What matters is that you connect quickly and demonstrate that their business is important to you. After all, technologies change; the value of human connection doesn't.

A strong Conversational Sales and marketing strategy makes communicating with leads and customers efficient, impactful, and scalable, regardless of their favorite channel.

You also take important steps to overcome a lingering trust deficit. Overwhelmingly, prospects reveal that they don't want and don't like a "pushy" sales process.

Conversational Sales is the antithesis of "pushy." instead, it's responsive and collaborative.

Conversational Sales tools like web chat widgets, automatic schedulers, call-to-text functionality, rapid lead responders, and conversation coaching let you communicate with prospects their way, on their time.

The result? Faster lead qualification, easier sales, and happier customers.



3. Embrace the Human Element

Even as marketing and sales become digitized, the importance of a human connection is still paramount. After all, people still buy - and keep buying - from people.

In fact, more than 50% of consumers have higher customer service expectations than just one year ago. That means that your leads, prospects, and existing customers have ever-higher standards for how they're treated by your employees and contractors.

Human connection is the bedrock upon which Conversational Sales is built. Humans are social beings, and we're remarkably good at bonding and relating to others, even people and brands we don't know personally.

In a Conversational Sales strategy, efforts are made to streamline, automate, and standardize natural touch points in communication.

This makes the sale both more efficient, and more convenient for the prospect. However, these efforts never come at the expense of the human element.

That means that emails come from real people, web chat widgets reflect a person's name and likeness, and sales representatives are trained on listening just as much as selling.



3. Embrace the Human Element (Cont'd)

The data shows that friendly, fast communication with your leads when they request information creates a personal connection that can help you close more deals.

In fact, a [recent PwC study](#) revealed that 8 out of 10 American consumers think the most important elements of a positive customer experience are speed, convenience, knowledgeable help and friendly service. The chart at the right further illustrates the importance of efficiency.



It bears repeating: in today's business environment, speed of response matters. And when you do connect with that prospect or customer, it's critical that the experience they have is a positive, human one.

Right now, companies have a golden opportunity to prioritize the powerful connection between their digital experience and their customer experience. For consumers, a positive experience is one of the most important factors - if not the deciding factor - when they're determining who to do business with. In fact, [82% of Americans report](#) that they'll want to interact with a real human more, even as technology improves.

Customers expect technology to work, they want elegant websites and mobile apps that are user-friendly. But if the digital experience isn't complemented by a fast, convenient customer experience, those digital efforts are *wasted*.

Companies that prioritize the human element to complement their technology have an opportunity sweet spot. If you're one of the few companies that does prioritize an exceptional customer experience, you're activating a real competitive advantage. That's what Conversational Sales is all about. [See how CallDrip helps you make that fast, friendly first connect here.](#)



3 Benefits of Conversational Sales

There are many different benefits to Conversational Sales, all leading back to more efficient and long-term sales. Here are a few:

Maximize The Power of Your Existing Sales Talent

A strong Conversational Sales strategy streamlines and standardizes your existing manual sales process. Over time, allows companies to build a high-efficiency sales process, without needing to hire a small army of sales representatives.

Improve Marketing & Advertising ROI (Return on Investment)

If you're spending any money on lead generation (online or offline), Conversational Sales can help. By responding at the peak moment of interest with a genuine conversation, you can increase online conversion rates, improve customer experience and shorten the sales cycle. Conversational Sales tools ensure that you're maximizing your marketing efforts.

Optimize Your Program Over Time

Conversational Sales is a rare strategy that improves sales performance in the short term and the long term. This is because, at every step, you're prioritizing your prospects while seeking standardization. Over time, your team keeps getting better at serving them more efficiently.

Conversational sales software solutions like Calldrrip streamline and standardize personal interactions, without losing the “human element.”





How Conversational Sales Fits into Your Current Marketing & Sales Strategy

Does Conversational Sales replace your existing marketing and sales efforts?

Simply put, no. Conversational sales strategies and tools don't replace digital marketing tools. Instead, they supplement and enhance them to help finish the deal.

A Conversational Marketing and Sales approach is complementary to traditional marketing and advertising tactics, like in-person meetings and mailers, by efficiently integrating the human element. Imagine how much easier that first in-person meeting can be if the prospect already recognizes the sales representative from a phone call, web chat, voicemail, or video message. It even aligns with digital marketing and sales tactics, because they all prioritize efficiency, connection, and availability.

Ultimately, Conversational Sales works with your overall marketing strategy to make sales more efficient and more long-lasting. As studies show, prioritizing the customer experience enhances your marketing ROI, increases customer retention, and more.

A Conversational Sales strategy maximizes your marketing and sales efforts because it enables you to:

- Respond more quickly, and thus *close more deals*.
- Serve your prospects better, *building trust* and setting the foundation for long-term business relationships.
- Scaling the human element to activate and support your sales team while providing a *personal experience for every lead*.

Remember, billions of dollars are wasted every year by companies that work hard to get prospects into the top of the funnel, yet don't make the effort to follow up with those leads. As a result, those leads don't get the information they need, don't have a positive experience with the brand, and worst of all, don't feel valued.

Said differently, if you're investing in generating leads, it's important to invest in closing them, too. As a strategy, Conversational Sales dovetails perfectly with your existing marketing, advertising, and sales activities, and enables your sales team to convert more leads, quickly.



How to Incorporate Conversational Sales Into Your Current Sales & Marketing Efforts

Conversational marketing and sales shows your prospects that you care about them enough to meet them where they are, when they're ready, with personalized service.

It is possible to manually implement a Conversational Sales strategy. For example, you could define new expectations for response speed, rely on your team to manually respond to leads and log responses, and monitor performance manually.

However, you might find that these manual systems leave some gaps.

Fortunately, technology does exist to completely streamline this process and eliminate those gaps.

There are a variety of different tools that help with different aspects of Conversational Sales; for example, you could find one tool for SMS chat, and another for call tracking and monitoring. However, there's only one all-in-one solution that includes the full range of Conversational Sales solutions:

Calldrrip.

Calldrrip is the only all-in-one tool for Conversational Sales. From web chat to call monitoring, and even sales coaching, Calldrrip supports your sales growth. [Book your custom 30-minute demo today!](#)





Discover the Conversational Sales Tools from CallDrip

CallDrip is a sales enablement company that provides the market's only all-in-one suite of Conversational Sales tools. Our software is designed to help you serve your prospects better, and improve your sales team's performance.

Here's an overview of the Conversational Sales tools included in the CallDrip software, and how they work:

- **Respond** automatically generates a phone call from salespeople to prospects immediately after the prospect fills out a form.
- **Engage** is a text chat widget that converts qualified prospects to a phone call or SMS chat - automatically. Engage ensures that you connect with your prospects via a conversation at their precise moment of interest.
- **Track** clearly identifies phone call sources and metrics, so you can see which channels and lead sources are converting the best. This is a good proxy metric to understand which Conversational Sales channel and lead sources are most valuable to your business..
- **Review** makes it easy for prospects and customers to leave quick, conversational reviews on the top review platforms, including Google.
- **Coach** is a sales coaching software that helps ensure every conversation is top-notch. It includes call recording reviews done by both real people and AI technology.

This entire suite of software solutions is purposefully designed to empower your team to have excellent conversations with prospects at every step of the sales journey.

For sales-focused organizations, Conversational Sales can be transformative. Make 2022 your year for unprecedented growth and unparalleled customer service.

See how to respond to leads in seconds and WOW your customers. [Book a free 30-minute demo today!](#)

How Calldrip's *Respond* Tool Works

See how Calldrip's flagship product, Respond, helps you connect with your prospects in seconds!

1. A LEAD SUBMITS AN INQUIRY

When a prospect fills out a form on your site, clicks on an ad, or calls into your business, Calldrip instantly records the inquiry.

2. CALLDRIP CONNECTS THE LEAD TO YOUR SALES TEAM

Calldrip automatically kicks off a call to the right sales rep, based on your customized lead routing. When your sales rep answers, they hear a whispered message with the lead's basic details and reason for inquiring.

3. TALK TO THE PROSPECT WITHIN 30 SECONDS

Right after the whisper, Calldrip dials the lead. Within just a few seconds, your sales team will be having a personal conversation with the lead at the peak moment of interest. You'll probably start hearing "Wow, that was fast!"

[**BOOK A FREE 30-MINUTE DEMO TODAY!**](#)

