

## Are you missing out on sales?

### LET'S LOOK AT HOW YOU MANAGE LEADS

You buy leads and feed them into your CRM. You've programmed some static rules to evaluate and distribute leads to salespeople.

But like many other sales teams, this system rarely works better than distributing leads randomly, round robin.

Your sales team could be closing more sales with dynamic, intelligent optimization and automation of your lead management systems.

### Lead buying alone isn't enough

What are you hoping to gain when you invest in leads?

1. You buy thousands of leads
2. You pay for sales opportunities
3. You receive thousands of rich data points

### But if that lead data is left static, it's going to underperform.

CRM and lead management systems without an integrated, intelligent decision-support platform that are driven by static rules and reports, are quickly becoming obsolete.

LEAD SCORING • SALES AGENT GRADING • LEAD ASSIGNMENT • PRIORITIZATION • SALES AUTOMATION

## You need this competitive advantage

Artificial intelligence and machine learning is a sales innovator's strategic differentiator.

In six months to a year, this will be table stakes, and first-movers will have the advantage. ProPair provides the production-ready decision support technology to help you get ahead.

- Optimize your leads in ways you couldn't possibly analyze and act on manually
- Make decisions based on data rather than theories, best guesses, gut checks, or bias
- Redirect your time back into supporting sales ops and selling
- Use production-ready tools that are here waiting for you to start

## ProPair is the fastest way to close more deals from your leads

### OPTIMIZE YOUR SALES OPS AS IT EXISTS TODAY

ProPair uses machine learning to predict which leads and sales agents have the highest probability of closing. We add one simple integration to your current system, which runs in the background as leads come into your CRM and provides you with actionable insights.

# 10-15%

Lift in conversion rates

# Get the best leads to the right sales people. Produce more closed deals.

## PROPAIR'S DECISION SUPPORT TOOLS

### ProPair RANK

#### Know exactly which leads to focus on and when

Get a predictive lead value ranking system designed to help sales teams prioritize leads, guide follow-up activities, and revisit abandoned opportunities.

### ProPair MATCH

#### Know exactly what sales agents to assign leads to

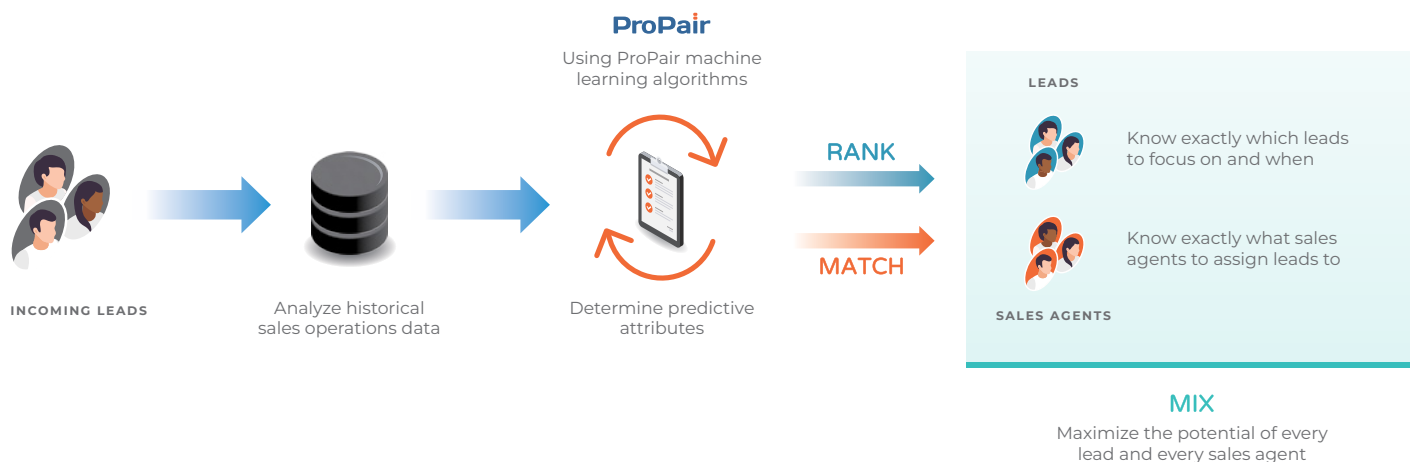
Use our turnkey solution that leverages historical sales team performance data and machine learning technology to get the right leads to the right sales agents.

### ProPair MIX

#### Maximize the potential of every lead and every sales agent

Optimize your entire sales operation and equitably distribute leads from top to bottom performers, maximize sales production, and reduce the need and expense of churning your salesforce.

## Leverage one simple integration and get valuable decisions in real-time



## How many closed sales have you missed in the last 6 months?

### ProPair can tell you in 48 hours with our free data analysis.

Don't pass up this opportunity to understand exactly how your lead management system is performing and where you can pick up additional sales.

- ✓ No obligation
- ✓ No implementation or integration
- ✓ Just send us a file of your leads

### Learn how you can add more closed deals to your production, every month.

- [Schedule a discovery session](#) with ProPair.
- [Get started](#) with our FREE 48-hour lead management optimization analysis.