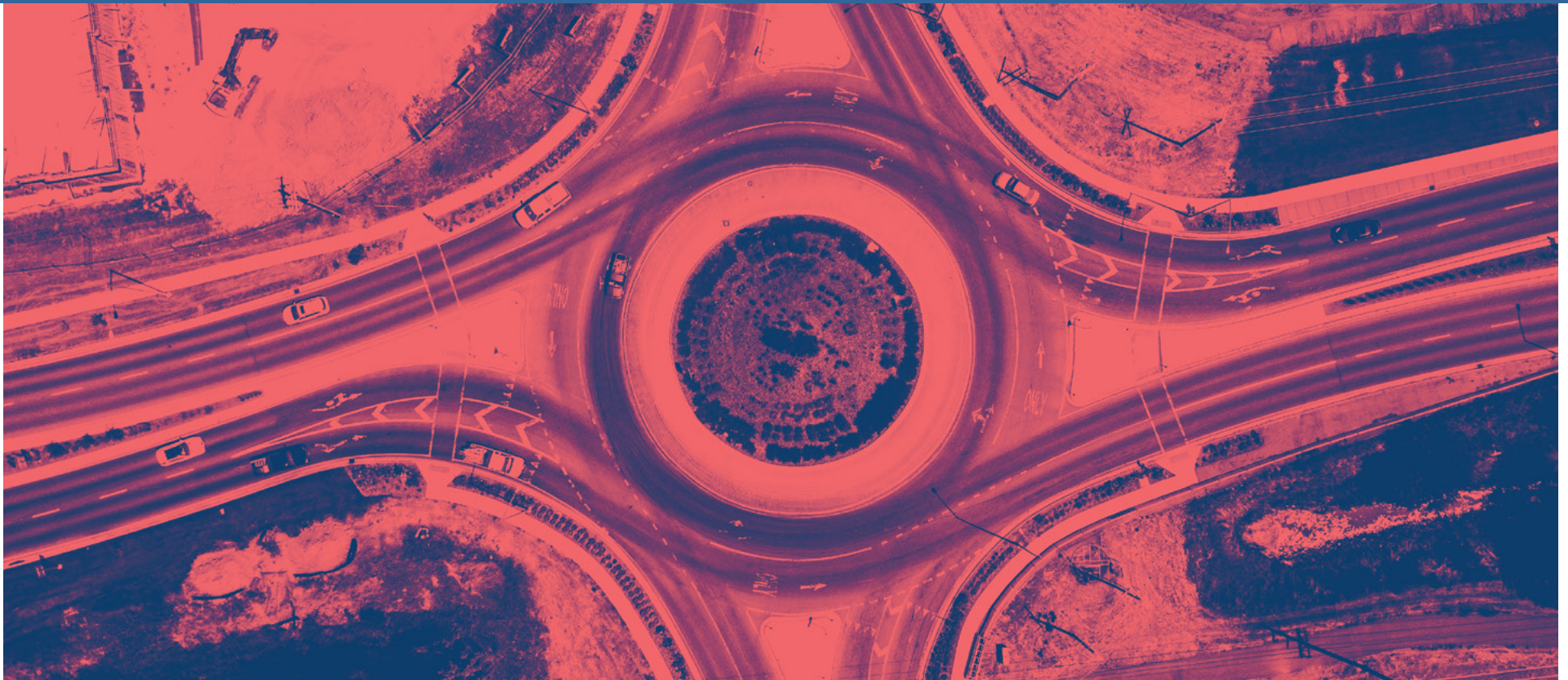


ProPair

[www.propair.ai](http://www.propair.ai)

**Get the simplified lead  
management results you need  
with this ONE smart solution**





## Mismanaged lead data is costing you sales.

Whether you think you need to overhaul your existing system or you're just getting started with lead management tools, ProPair's lead data experts offer one clear solution that brings results.

### WE KNOW THE SALES CHALLENGES YOU'RE FACING

- Bad leads are clogging up the sales process and slowing your loan production
- Sales agents working on the wrong leads reduces loan production
- Poor-performing sales agents are killing good leads
- Poor-performing sales agents are driving good leads to close elsewhere

You know these things are happening too. And maybe you think you can navigate the challenges on your own.

But you have to pour over reports and spreadsheets to spot these issues. Then, you have to program and reprogram your systems in an attempt to filter them out.

Unfortunately, the damage to this month's production is already done.

Buying and managing leads without ProPair is like climbing Mount Everest without a guide. Maybe you could make it on your own, but why try without the right support?

ProPair offers one simple solution that overcomes challenges and improves every sales operation.





## Don't undergo an operational upheaval to get the results you need. Try ProPair.

Without ProPair you can't see the missed sales opportunities that your lead data reveals, the sales process is gummed up and money is wasted.

Our decision support models provide the values you need to automate sales operations, making ProPair a necessity if you're buying leads at any scale.

### ProPair predicts, identifies and takes instant action to improve sales

Like a water filter – it removes impurities and leaves you with a pure, clean flow.

- ✓ ProPair makes your lead management system better
- ✓ ProPair makes your lead scoring better
- ✓ ProPair makes your lead distribution better
- ✓ ProPair makes your sales agents better

## The secrets to improving sales opportunities sit within your current data.

We work with you to uncover the best version of your entire sales operation and we implement AI/ML solutions to intelligently provide instant, ongoing decision support to bring real results as leads flow into your system.

ProPair's solutions are system agnostic. They simply make every system better, from lead management and sales processes, to marketing automation and dialers.

### Improve lead management with ProPair

- Know exactly which leads to focus on and when with predictive lead scoring.
- Optimize your entire sales operation by maximizing the potential of every lead and every sales agent.
- Know exactly what sales agents to assign leads to based on complex performance data.

## ProPair makes your lead management system better

If your leads or sales agents aren't performing, your lead management system needs support. But it likely doesn't need an entire overhaul.

Unfortunately, many organizations think the only way to get results is to throw out their current system and start over, or maybe change or add marketing automation, or work on new lead scoring or distribution programming, etc.

It's so much simpler than that with ProPair's decision support.

**We take these steps so you don't have to. And we give you clear actionable values.**

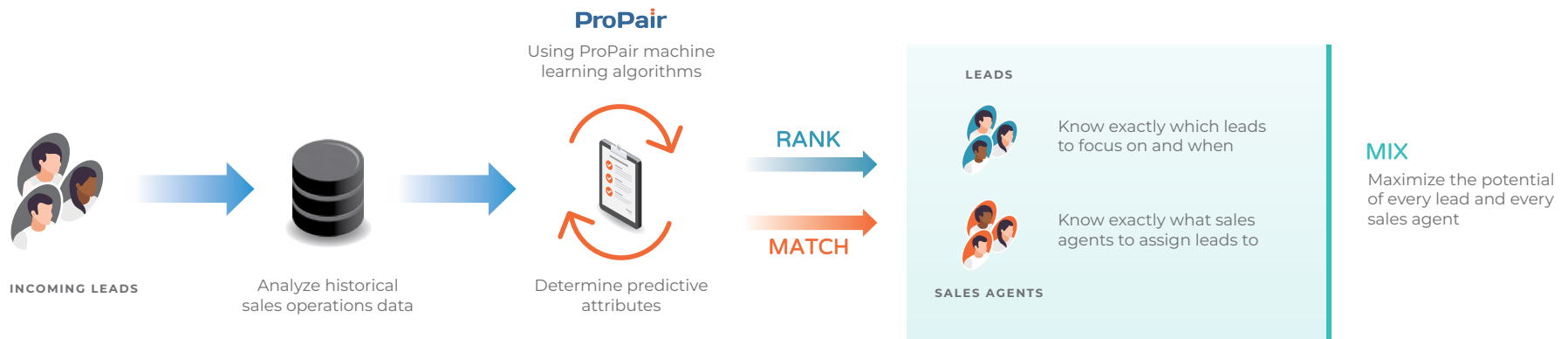
1. ProPair uses a custom hands-on approach to not only analyze your lead and sales agent data but also understand how it applies to your daily operations.
2. We assess your data as it stands today, making recommendations on how machine learning can optimize your current system and create the results you need to see.
3. We clean your data and run it through advanced machine learning models that provide values you can use, based on automated ongoing predictions. We also show you how to use these values to close more sales.

→ [Learn how these solutions apply to your current system](#)

### **KNOW YOUR COMPETITIVE ADVANTAGE. TRY THE PROPAIR CHALLENGE.**

Connect with us to run a free 48-hour data analysis using machine learning, where we'll pull your lead management data and show you opportunities to improve lead scoring, distribution and conversion.

[Try the ProPair Challenge - FREE](#)



## ProPair makes your lead scoring better

Know exactly which leads to focus on and when with predictive lead scoring.

Get a real-time predictive lead value ranking system designed to support sales teams do the following:

- Prioritize leads
- Get guidance on follow-up activities
- Revisit abandoned opportunities

## ProPair makes your lead distribution better

Optimize your entire sales operation by maximizing the potential of every lead and every sales agent.

Get intelligent lead distribution and automatically send the best leads to the right salespeople:

- Equitably distribute leads from top to bottom performers
- Maximize sales production
- Reduce the need and expense of a churning salesforce

## ProPair makes your sales agents better

Know exactly what sales agents to assign leads to based on complex performance data.

Get the most from your current sales team by revealing data-proven strengths:

- Leverage historical sales team performance data
- Apply unbiased, data-driven and predictive benefits of machine learning
- Get leads to sales agents most likely to convert them at optimal times

**GET THE ONE SOLUTION YOU NEED, BACKED BY SALES DATA EXPERTS AND AI/ML TECHNOLOGIES.**

See exactly how your lead management is currently performing and how ProPair can improve it.

[Connect with us to try the free, no-obligation ProPair Challenge.](#)