

## Make the most of the leads you already have

Whether you've generated leads or purchased them, you might think "qualified" leads will be quick and simple to convert, increasing your likelihood of success with initial outreach.

In this case, sales operations commonly assume the primary obstacle to converting qualified leads is being the first to contact them, ahead of any competition.

However, in reality, most leads (even qualified ones) don't convert within the first month or two. As leads age, they don't necessarily lose convertibility.

This presents a few challenges that can either give you a competitive advantage to optimize your leads or cause you to assume they're dead. To make the most of your leads, you'll need to consider the following:

- How do you approach initial outreach to engage leads in an ongoing cadence?
- How do you assess each lead, to know when they gain or lose value?
- How can you nurture these leads to be more likely to convert over time?

To truly answer these questions, you need automated and intelligent decision support. Machine learning provides predictive values to inform how you prioritize leads and stay on top of sales activity with them.

You've invested in generating or buying leads. Give your sales operation the resources it needs to convert them, even in the most challenging markets.

**Reach the best leads and connect them to the right salespeople at the right time.**

## Refresh your aged leads with artificial intelligence

With ProPair's machine learning platform, prioritizing and working aged leads is not only simple, but also hugely valuable for optimizing sales. Leads that you might otherwise deem unresponsive, turn-downs, or aged become a major source of sales when managed intelligently.

Our decision support provides automated and continuously updated predictions to help you optimize aged leads, rather than manually managing stagnant rules, lists or assumptions.

Get predictive values based on historic call and activity log data for each lead's first 30 days and notifications when the value of a lead changes so you know which leads to work and when.

- ✓ Pursue only highest-value abandoned leads
- ✓ Predict what makes a qualified lead
- ✓ Know when a lead becomes more or less valuable

## ProPair's predictions prioritize the highest-value aged leads

With ProPair, you'll optimize the leads you've invested in. Rather than assume they're dead ends, nurture your entire database and work those aged leads to make the most of them.

We use our historic RANK to assess call and activity logs from each lead's first 30 days, then prioritize those leads that show promise, with reminders from ProPair NUDGE. This allows you to scale data-responsive triggers and notify sales agents to take the best actions, in real time.

ProPair simply plugs into the current infrastructure and processes you currently have, (even if you're in the middle of revamping them) to enhance your system as it stands today.



### ProPair RANK

#### KNOW EXACTLY WHICH LEADS TO FOCUS ON AND WHEN

ProPair RANK's Dynamic feature uses historic call and activity log data for each lead's first 30 days to provide predictive values that inform how you prioritize who to contact. Based on 30+ lead dimensions, ML predicts — and continuously learns — how likely a lead is to convert, showing you when and how each lead's value changes over time, not just when they reach certain milestones.

### ProPair NUDGE

#### KNOW EXACTLY HOW TO OPTIMIZE SALES ACTIVITIES

ProPair NUDGE tracks changes in lead values and notifies the sales team so they can decide which aged leads to work, allowing sales teams to know exactly when a lead becomes more or less valuable. Prioritization becomes straightforward and more sales are made.

## How can ProPair optimize your aged leads?

You have the expertise to optimize your sales strategies. We provide decision support to help you act on them with confidence. With machine learning models customized to your system, you'll gain a competitive edge so you don't miss out on sales.

**The key to unlocking success with your aged leads starts with understanding your current data.**

Start with our free data analysis, The ProPair Challenge. See your data's integrity and assess your leads and sales activities.

[Try the ProPair Challenge - FREE](#)