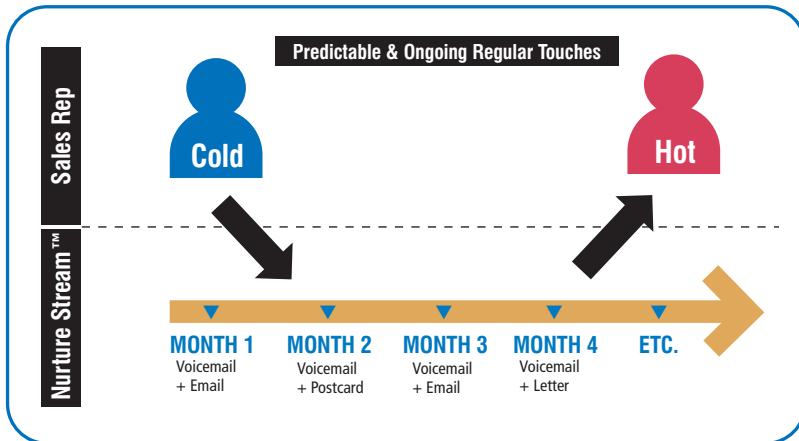


# Nurture Stream™

## Automate lead nurturing by "plugging" your reps into a Boxpilot Nurture Stream™



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### Facts

- **Lost revenue sits in B's and C's** – Only 73% of B and C accounts receive regular calls by top reps, who often "cherry pick" – accounting for more than 50% of revenue being missed.
- **Talent Shortage** – 93% of Executives complain that it has become "very hard and expensive" to find new good sales reps.
- **Superstars** – 82% of companies report that finding and retaining top sales talent is the #1 limiter to their growth.
- **Sales Cycles are getting longer** – With increasingly complex technologies and services, it takes time for buyers to move. Staying in touch is vital to being there when they buy.
- **Automation is key** – Without automating regular, consistent touches, too often it just doesn't happen.

### Before



### After



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### How it works

- **Automate Nurturing with Boxpilot** – Move contacts into your Nurture Stream™ and they'll receive regular touches from YOUR sales rep, automatically. Then, when contacts "put up their hand" and respond, they exit the stream and your rep focuses on closing the sale.
- **Consistent touches in your rep's voice** – Boxpilot works with you to develop a contacting plan for your Nurture Stream™. Then, your reps record messages just like they leave everyday, and then Boxpilot delivers the messages according to the cycle. Combined with Boxpilot's synchronous multi-channel services, like email, it's exactly as if your reps made the touches.

### Touch Ideas

- **Cold Intros** – Present your services and establish a point of contact
- **Educational Offers** – To position yourself as authority and educate over time – white papers, reports, technical docs, etc.
- **Events** – Current or archived events that contacts can view to continue building their knowledge of you
- **Announcements** – To keep your contacts informed: Press releases, new products, upgrade options, etc.

### Benefits

- **Builds relationships** consistently over time – contacts know who to call
- **Automatic top of mind** through recurring, guaranteed contact
- **Increases sales** as much as 400% by expanding territories and reach
- **Expands** the reach of your sales team 10x, for 1/10th the cost
- **Increases leads** as much as 600% by contacting 10x the territory
- **Keeps reps focused** on closing deals and not wasting time
- **No need to hire** more hard-to-find good sales reps

### Testimonials

**Business Objects™**

"I have to say, you guys have been awesome to work with—what a refreshing change."

**THOMSON™**

"Awesome service and great technology"

**KRONOS™**

"Mike was able to get 4 fantastic appointments!"



The World Leader in Guided Voicemail™

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