

## Lead Qualification and Nurturing Increases "Good" Leads by 60%

### Client:

International mobile computing manufacturer with \$70 million in annual revenues. The company has 750 distributors and sales partners.

### Background:

Only 15% of the leads generated by the company were considered to be “qualified” leads. The sales channels reported that many of the leads were “bad.” This bogged down all sales people; they couldn’t keep up with the volume of leads generated – good or bad.

### The Challenge:

The company set a goal to increase the percentage of qualified leads to 25% within 12 months.

### The Solution:

SmartLead restructured many of the technology manufacturer's marketing and sales programs and instituted one consistent lead qualification process for all product lines and sales channels. The new process streamlined qualification questions and ranking criteria, improved inquiry data capture during inbound calls and trade shows, and introduced a structured lead nurturing program.

The new nurturing program incorporated integrated marketing techniques to contact prospects at regular intervals. For example, if a lead remained unqualified for 20 days, the prospect received a targeted e-mail using SmartLead’s e-mail marketing systems. If a lead remained unqualified for another 25 days, the prospect received a targeted phone call from the SmartLead Contact Center. The continuous program was designed to cultivate the prospect and move the prospect closer to buying.

### The Results:

SmartLead achieved the manufacturer's goal by increasing qualified leads to 25% in 12 months. That’s a 60% increase in qualified leads in one year. SmartLead's new lead qualification process specifically:

- Increased qualified trade show leads from 11% to 18%.
- Increased qualified webinar registrations from 10% to 60%.
- Increased telephone qualification results from 22% to 58%.

## About SmartLead and AdTrack

Since 1981, companies have relied on SmartLead's customized lead management systems and best practices to smoothly and seamlessly manage leads from the moment the leads are generated, through qualification, ranking, nurturing and distribution to sales people or channel partners.

SmartLead is the only full-service lead management company with:

- Dedicated account managers to advise clients on best practices and implement their programs
- Web-based lead management, sales force automation systems
- Insightful analytics system
- In-house marketing services: contact center, direct mail, email, printing, web hosting, and fulfillment/warehouse.

▶ **Pioneer in Lead Management** ▶ **Unequaled Expertise**  
▶ **Comprehensive In-House Services**

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