

ProspectReach: How It Works, Why Sales Reps Like It

ProspectReach is a self-service content marketing tool for salespeople. Read through this overview to learn more about how ProspectReach can streamline your sales process.

What Does ProspectReach Do?

- Helps sales reps nurture early stage leads
- Organizes offers and email templates by segment
- Places the most relevant marketing assets at the rep's fingertips
- Allows sales reps to load their own lists and control their follow-up

ProspectReach Helps Sales Reps Do The Important Things

- Find the right people
- Learn what prospects care about
- Collect more information on people you don't know
- Talk with prospects as they move through the buy cycle
- Find the right opportunity to sell
- Give proposals and close deals

Why Reps Like It

- Reach more prospects with the right content
- Identify and follow up with active leads
- Develop a higher volume of high-quality leads
- Receive email alerts when a prospect responds

Examples Of How Reps Use ProspectReach

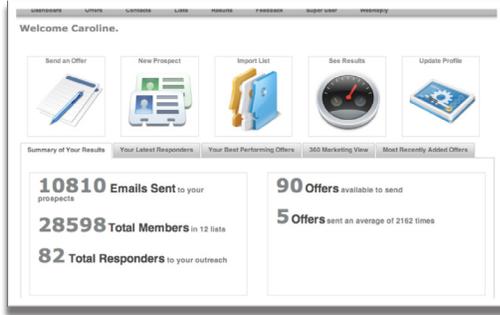
- Stay in touch with a larger group of leads on an ongoing basis so leads don't go stale
- Create and schedule a nurture track of relevant emails for prospects who are in a specific segment
- View the lead score of each responder and decide when to transition a lead to an opportunity
- Create a local event (webinar, meeting, etc.) and invite groups of any size
- Schedule follow-up emails to leads while out-of-office or on the road
- Search the latest marketing content and email templates by segment - no more hunting for content on the "shared drive"

Why Did WebReply Create ProspectReach?

We wanted to help sales reps have the power of marketing - by letting them quickly and easily use relevant marketing assets to follow up with a larger group of early stage prospects in less time.

ProspectReach Basics

Log In To An Easy-To-Use Dashboard

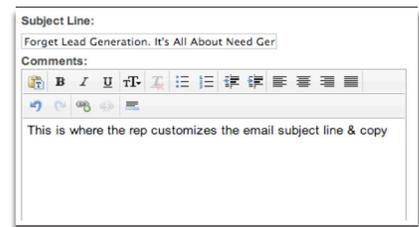
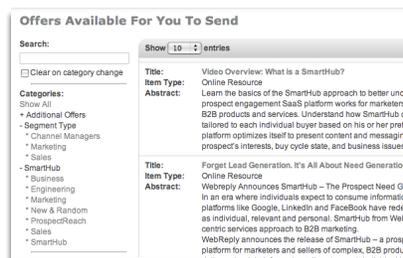
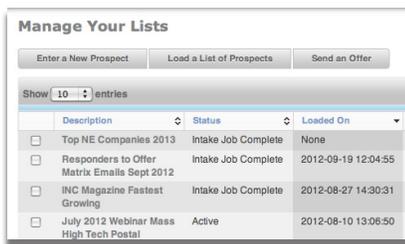


Send Personal, Relevant Sales Follow-Up



It Takes Less Than Five Minutes To Set Up And Send An Email

1. **Select** who to send an email to - an individual or a list.
2. **Choose** from pre-organized assets and pre-built email templates.
3. **Schedule** the delivery date - now or a future time.
4. **Customize** the email message and delivery line.
5. **Preview** and **Send** the email.
6. **Receive** responder alerts via email.
7. **View** and **Manage** responders on the dashboard.



Fast Facts About Implementation

- A ProspectReach program can be fully implemented in as little as 4-6 weeks.
- No need for IT involvement - we provide all the tech support.
- Leads can be uploaded directly to your ELO or SalesForce.
- It's a cost-effective managed service - our team is always available to help you.
- Clients see an almost immediate impact and measurable results.

The Benefits Of Using ProspectReach

- Drastically reduces the time reps spend creating relevant follow-up emails
- Reps do not need to learn a new “system” or change their natural selling behavior
- Allows reps to focus their time on the highest scoring responders
- Reps can easily build relationships with multiple prospects at the same company
- Email templates and pre-defined nurture tracks are provided for sales to personalize and control
- Real-time dashboard reporting shows who has responded and what offers are most popular
- Sales can upload their personal lead list or add individual contacts on the fly
- Activity data can be automatically shared with MA or SFA systems

About WebReply

WebReply is a marketing and technology company that helps its clients find and educate their best prospects through a personal web experience. WebReply’s SmartHub platform is able to recognize each visitor as an individual and tailor the content delivered based on their interests. Our solution is used by demand generation and channel marketing teams to increase the quality and quantity of opportunities.



Email: info@webreply.com
Telephone: 508-318-4600
Fax: 508-653-3518

Address: 1085 Worcester Road
Natick, MA 01760