

17%



of marketers spend 15+ hours a week on lead generation.

42%



of sales reps feel they do not have the right information before making a sales call.

58%



of buyers report that sales reps are unable to answer their questions effectively.

## THERE'S A DISCONNECT IN YOUR LEADS PROCESS! *solve it with lead management software!*



**CUSTOMERS**  
Look for Answers

**FACT:** 93% of business buyers use search to begin the buying process.



**MARKETERS**  
Create Awareness

**FACT:** 79% of marketing leads never convert into sales primarily due to lack of lead nurturing.



**SALES REPS**  
Provide Solutions

**FACT:** Nearly half (45%) of companies report that their sales reps need help prioritizing accounts.



**THE FIX:**  
Use lead management software that easily imports web leads with key prospect information.



**THE FIX:**  
Leverage lead management software that provides lead nurturing features like email drip and email marketing.



**THE FIX:**  
Use lead management software to provides scripting and automatically distribute the right lead at the right time to the right sales rep.

### *Start Your VanillaSoft FREE Trial Today*

facts & figures from the SalesStaff blog