



Pursuing every qualified opportunity.  
Efficiently.

callbox

# Lead Nurture Workflows

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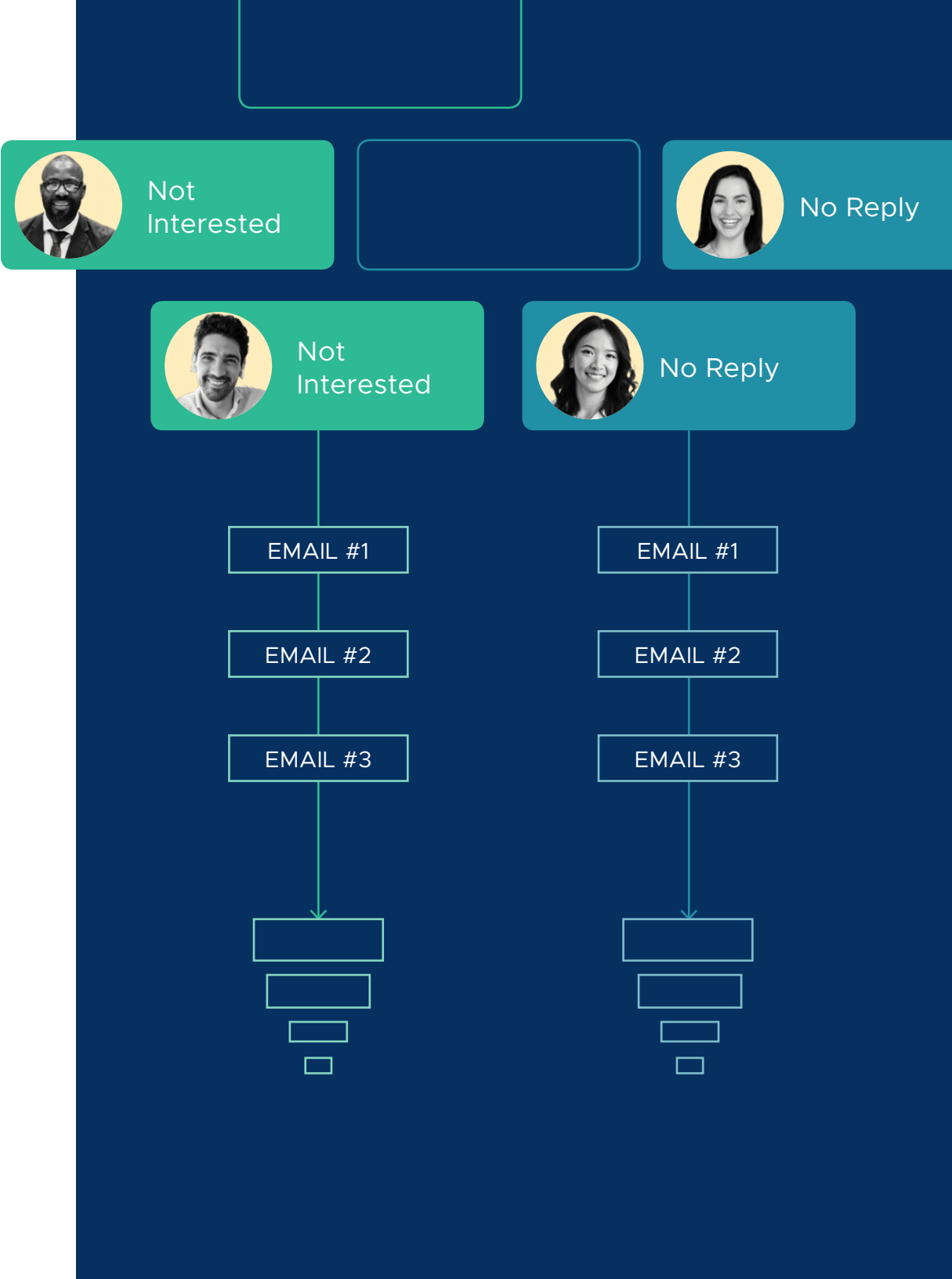


**Your sales prospect who said he’s not interested or that other one who hasn’t replied at all** - are you still sending them an email every week or so hoping they miraculously feel the urge to open your email and reply? Nothing wrong with that. Makes sense for you to follow-up — if there were just 2 of them.

Prospects who are not yet ready to talk flood your sales pipeline. And that’s good! That means you have many opportunities waiting to materialize.

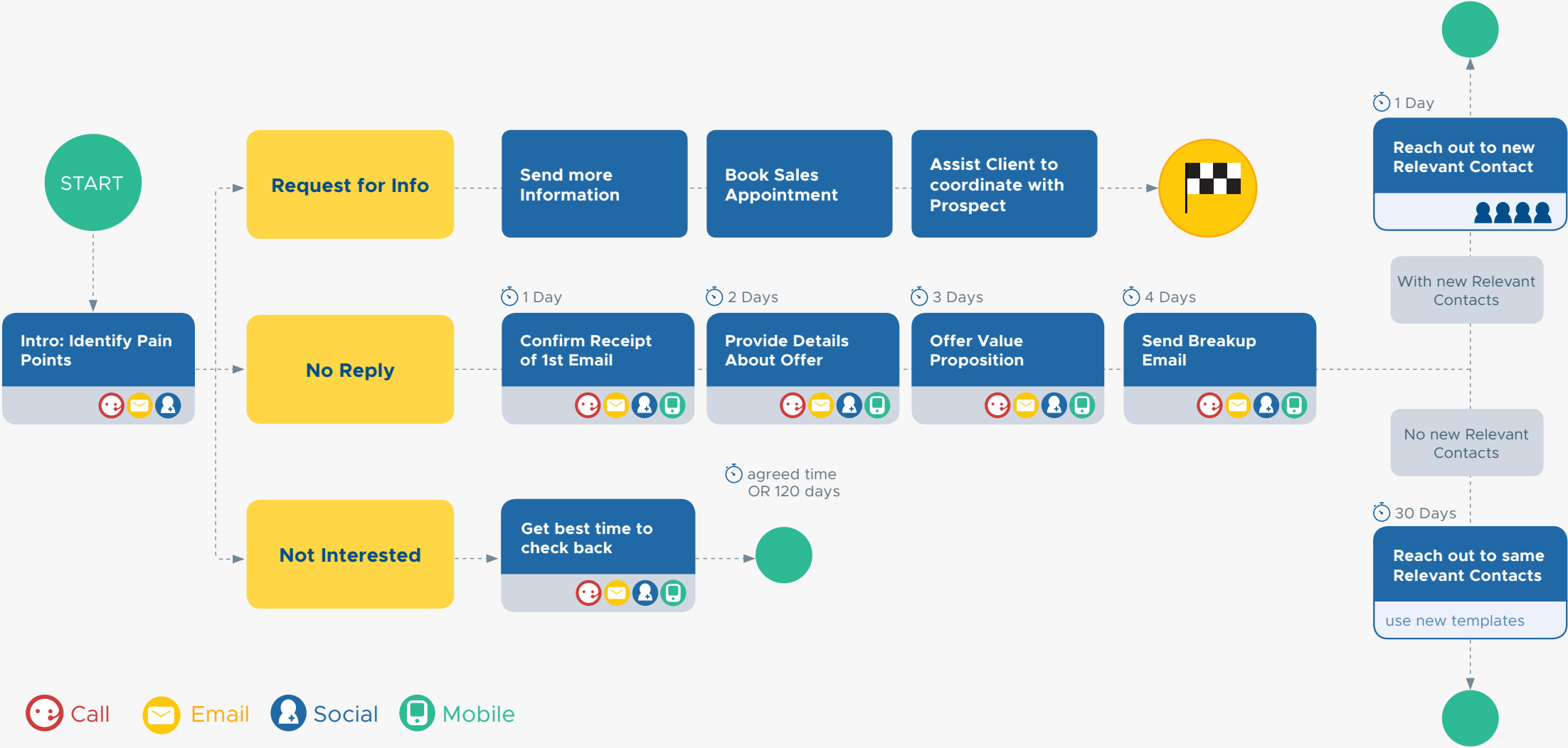
**You just have to be patient and nurture them.**

Easier said than done. For you, maybe. But for us at Callbox, we have it down pat with **Callbox Lead Nurture Workflows**.



As the marketing arm of our clients' businesses, we value every sales opportunity we generate, and so we make sure we don't waste any of them!

Callbox  
Lead Nurture  
Workflow

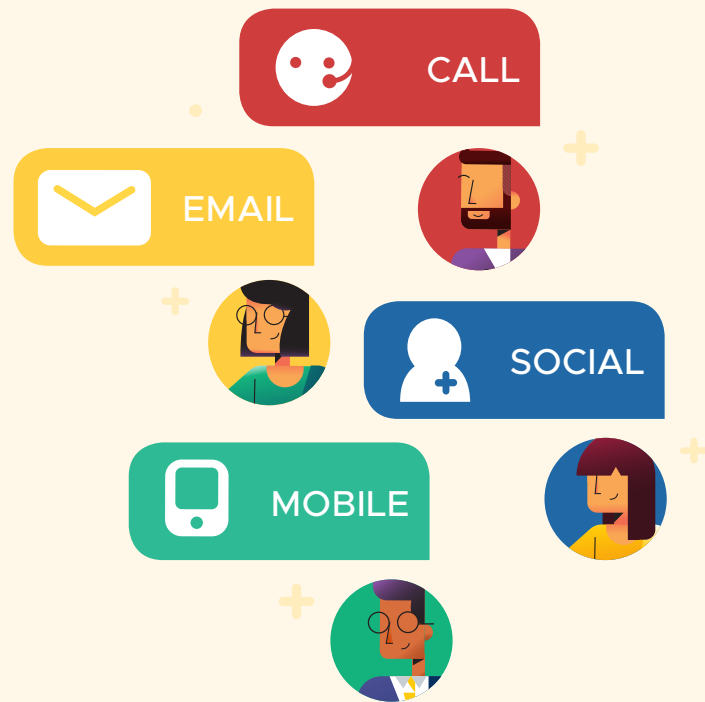


We have established workflows to nurture prospects who just aren't quite ready for a conversation about your products or services - those who are receptive to your offer but asking for more information, those who say they are not interested, and those who don't reply at all.

## Callbox Lead Nurture Workflows address 3 key factors of lead nurturing, ensuring success for our clients:

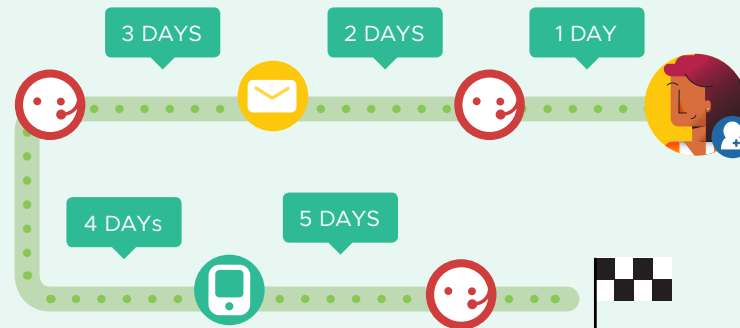
### Channels

Sending out a sequence of emails alone isn't effective anymore. We touch base with your prospects where they can be found:



### Timing

From the first point of contact with your prospect, we don't let too much time pass by so they don't get the chance to forget your brand.



Our lead nurturing workflows have scheduled touchpoints across different channels over several days, weeks and months. No more forgetting to send that email or make that phone call.

### Contacts

That's Contacts with an "s".



Buying decisions are often made by a group of people. If your original contact is unreachable, your Callbox team reaches out to other relevant contacts within your target account.

With the Callbox Lead Nurture Workflows, those leads who are “not yet ready to buy” are simply sales opportunities waiting to happen. Now why settle for a 10% close ratio when you can do 20% or more?

To find out how we can make our Lead Nurture Workflows work for your business, book an appointment with a Callbox marketing consultant today.

**CONTACT US**



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