

Helpful hints for your BuyerZone leads

1. Follow up with your leads immediately and mention that you received their request from BuyerZone

- BuyerZone users are connected to multiple sellers (up to 6) so it is essential that you follow up quickly
 - Buyers know which sellers they are matched to when they submit their request, so they are ready to hear from you and may even choose to contact you directly
- Take advantage of BuyerZone's text message leads sent directly to your cell or smartphone
 - Buyers' contact details are delivered right away: full lead is sent via email
 - Easy to activate: contact Customer Care at 888-393-5000 or customercare@buyerzone.com

2. Customize your response and try a consultative, helpful approach

- Read the full details of each lead, making special note of any written comments
- Focus your response to show that you understand the buyer's unique needs and can assist them

3. Phone and voicemail basics

- Keep your message upbeat, polite and to the point – speak slowly and repeat your number at close of message
- Make your message compelling: mention a special offer, promotion, or that a custom proposal is ready
- Aim for one voicemail a day and no more than 3 to 5 voicemails over a two-week period
- You may be able to connect with more buyers if you test contacting them at different times of day

4. Use email - ideally as an immediate response to each lead

(unless a buyer has specified that they prefer phone contact)

- Email provides a valuable method of contact alongside phone calls and voicemails and is an easy, quick way to introduce yourself and/or your company
- Try some different approaches: you could send a full, written proposal, or simply schedule a time to talk – you could even use Outlook to try scheduling a follow-up call with a buyer
- Remember: to avoid spam filters, try not to attach documents to your emails, especially a first sales email

5. Track your leads closely and continue to work them over time

- Purchasing timeframes vary; don't give up on leads that may take a little longer to close
- Keep close track of all incoming leads from email, phone or your website. This will help you to:
 - Track ALL of your BuyerZone-originated leads accurately
 - Prevent duplicated sales efforts
- Take advantage of your BuyerZone online account, [Lead Center](#), where you can view a full list of all leads delivered to your company at any time.



Questions? Contact your sales manager or account manager directly or call 888-393-5000 or customercare@buyerzone.com