

# 5

# Ways to Shorten the Sales Cycle

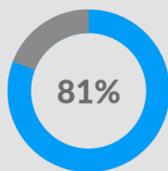
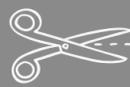
RingByName

Sales professionals may disagree on the most important stages of the sales cycle and even what those stages are, but one thing they can all agree on is that shortening the cycle is beneficial to their bank accounts. But how can sales professionals shorten the cycle? Cutting-edge phone service and technology company, RingByName, suggests you can decrease the time to transaction by doing the following:

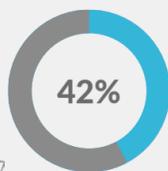
1.

## KNOW WHO THEY ARE

The sea of information at our fingertips means most callers have done some research about you or your business before picking up the phone. They start the buyer's journey without you, but with the right information, you can skip ahead to meet them where they are.



81% of shoppers conduct online research before buying<sup>1</sup>



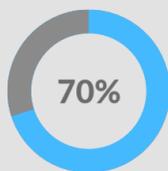
42% of sales reps feel they do not have the right information before making a sales call<sup>2</sup>



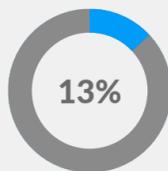
2.

## KNOW WHAT THEY NEED

Some argue that qualifying or probing is the most important stage of the sales cycle. The right information gives insight into the prospect's needs - making them feel heard and understood, while quickly letting you know how qualified they are to benefit from your service.



70% of buying experiences are based on how the customer feels they are being treated<sup>3</sup>



13% Only 13% of customers believe a sales person can understand their needs<sup>4</sup>

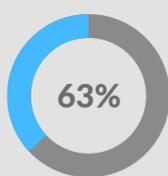


**INSTANT RESEARCH:** The E-Z Score App from RingByName takes caller ID to the next level. Agents can skip the initial Q&A when they have the caller's name, age, gender, income information and more right in front of them before they even answer the call.

3.

## KNOW WHEN THEY NEED IT

Not every prospect will be ready to begin their buyer's journey, but with some foresight and good recordkeeping, you can start the relationship today, and rekindle it at just the right time.



63% of people requesting information on your company today will not purchase for at least three months - and 20% will take more than 12 months to buy<sup>5</sup>



### USER FRIENDLY CRM

RingByName allows you to track all interactions from initial contact throughout the relationship. Add notes about the needs of the prospect and create reminders to follow up. You'll never be caught off guard by an older prospect again.

4.

## BE ACCESSIBLE

Most sales professionals aren't chained to their desks waiting for the phone to ring - they're out in the field prospecting, selling, and servicing their customers! Despite the busy schedules, when a prospect expresses interest, they have to be available to get the sale.

### NEVER MISS A CALL

RingByName offers complete mobility - calls can be forwarded or transferred from any phone to any phone. The natural-sounding virtual assistant will greet your prospect by name and get the call to the right person every time.



35% of people requesting information on your company today will not purchase for at least three months - and 20% will take more than 12 months to buy<sup>5</sup>

5.

## BE HELPFUL

Prospects become customers when they believe you have something of value to offer them. They remain customers when you come through on that belief. Proving your usefulness to a customer is the best way to ensure a shorter sales cycle next time around.

Retaining current customers is **6 TO 7** times less costly than acquiring new customers<sup>7</sup>



Repeat customers are **60-70%** more likely to buy from you<sup>8</sup>

### GROW RELATIONSHIPS

Far more than a phone service, RingByName helps you build relationships that allow you to better serve your prospects and customers. When you can take calls anywhere and easily access the information you need about the caller, you will be in a better position to serve your customers.

**Your phone is more than a communication tool.**  
With RingByName, your phone can be the competitive weapon you need to win and keep more customers. Request a demo today and prepare to change the way you think about your phone.

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