7Targets

7Targets AI Sales Assistant boosts IT firm growth with 35% lead engagement rate

The client is a mid-size IT product company helping businesses to solve project management related pain points and overcome challenges to deliver profitable projects consistently. They offer solutions for resource management, timesheets, and revenue calculations.

CHALLENGE

The product was a complex project management product and hence training inside sales and sales was challenging. Understanding resource allocation, timesheets, working hours of people, and linking it to revenue had different stakeholders.

7TARGETS SOLUTIONS

AI Assistant for IT Product company

7TARGETS VIRTUAL PERSONA

- Monica

AI ASSISTANT FOR IT PRODUCT SALES

- **6K+** conversation messages sent to over **1247** leads
- Achieved an engagement rate of up to **34.5%** for sales

KEY PROBLEM AREAS:

- The client was facing problems in following up leads on time.
- Faced challenges for country-wise diverse holidays and culture.
- The client was facing hurdles in following up leads collected in the trade shows.
- They were unable to have 360-degree visibility of the leads that were dropped.
- The inside sales team was not very clear on the buyer personas. Hence, they were unable to figure get crisp messages to the buyer persona, hence low engagement rate.
- The client was unable to get responses from the prospects for generic messages.
- The client faced problems in tracking the tradeshow responses and couldn't figure out the best performing tradeshows.
- They faced challenges in lead nurturing for a huge backlog of leads.

With all these problems, the client was unable to scale business because they couldn't achieve repeatability. There was a huge gap in lead nurturing and it was creating problems in deal closing. It was affecting the overall ROI of the business. Additionally, the client was struggling with a huge lead backlog. The whole process was calling for the best solutions, quickly!

7Targets decided to help the client with an AI Assistant to streamline the lead management process.

7Targets

7TARGETS SOLUTIONS TO ENHANCE THE ENGAGEMENT WITH A TOP-NOTCH LEAD NURTURING APPROACH

Lead nurturing with engaging information

The salesperson might drop the lead sometimes but the assistant nurtured every lead appropriately. The product of the client required lead nurturing before the customer requested for a meeting. With the help of an AI assistant, we helped the client to have a structured sales process with an effective lead nurturing approach.

Classify and Manage Leads

The AI sales assistant classified all leads into three categories, hot, warm, and cold. Before this, the client faced many problems in classifying and managing the lead database. The AI-enabled sales assistant systematically classified the lead and helped to identify the same quickly.

24*7 Support

The client's prospects were in different times zones with separate holiday schedules. However, 7Target's AI assistant provided immense support 24*7 to all the overseas prospects by constantly working in 3 shifts.   .

Converts More Leads

The prospects who didn't pick up the calls were a struggle for the sales team. They were unable to track such leads. However, the 7targets AI assistant retargeted such leads with a focused approach.

Out of Office Response

The Assistant was able to look out for people who were not interested then or wanted to be contacted shortly. Then, the assistant automatically used to postpone the date for the next email to their preferred launch date when they would be back at work. She maintained on-time responses to keep the conversations warm.

7Targets

7Targets

Better follow-up strategies

Many prospects could not reply timely due to some technical constraints. As a result, the leads were not getting closed immediately, or sometimes they wanted to connect after a few weeks, and this was where lots of leads dropped due to poor follow up. However, with 7targets Sales Assistant, no lead was dropped, and as a result, the client was getting benefits from all the leads.

Real-Time Dashboard

Due to a long sales cycle, the client was unable to nurture every lead. However, the AI sales assistant featured a digital dashboard that displayed real-time data. It showed the client important figures like the total number of leads, sent messages, hot leads, warm leads, responded leads, new leads, processes leads, etc.

AI SALES ASSISTANT "MONICA"

1247

Total Leads

34.5%

Engagement Rate

6k+

Total Messages Sent

"Monica is a smart and intelligent chatbot who is working like a human contributing immensely to our business growth. Her work ethics are highly commendable. She works 24x7, has no vacation, has no HR issues, and is working round the clock! She gets miraculous responses because of her continuous outreach and high availability"

Founder, IT Product Company.

7Targets

SKILL TO SUPPORT YOUR SALES EFFORTS FROM DAY 1:

ENGAGE Demand

First point of contact to engage prospects who recently requested contact online; e.g. low-scoring leads, partner referrals

✅ **SKILL INCLUDED**

ACTIVATE Unresponsive Demand

Second point of contact (after your sales rep attempted outreach) for prospects who previously showed high levels of interest.

✅ **SKILL INCLUDED**

REACTIVATE Dormant Demand

Proactively initiate contact with prospects previously expressed interests; e.g. untouched, unresponsive for more than 90 days, or closed/lost

✅ **SKILL INCLUDED**

WIN BACK former customers

Proactively reach out to recently lost customers who left more than 90 days ago or long-lost customers who left more than a year ago

✅ **SKILL INCLUDED**

PRE-EVENT Outreach

Reach out to drive attendance and schedule meetings ahead of your events; e.g. customer conferences, trade shows, webinars, demos

✅ **SKILL INCLUDED**

POST-EVENT Engagement

Connect with leads as the first point of contact following an event; e.g. customer conferences, trade shows, booth visits, webinars, demos

✅ **SKILL INCLUDED**

7Targets

ACCELERATE Open opportunities

Contact existing opportunities late in the funnel and advance through the sales process; e.g. remind prospects to decide, to complete forms

✓ SKILL INCLUDED

CULTIVATE Early interests

Reach out to prospects who signalled potential interests but have not requested contact; e.g. ABM Targets, social media followers, consumers of content

✓ SKILL INCLUDED

ABOUT 7TARGETS

7Targets AI Sales Assistants pack tremendous nurturing capabilities into Sales. The Assistant focuses on top notch Lead Nurturing activities like cultivating early interest, activating unresponsive demand, pre and post event outreach and accelerating open opportunities. This helps to convert non-responding cold leads to warm and HOT.

🌐 www.7Targets.ai
✉ Sanju.burkule@7targets.com
+919923417213